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## The more we sell the happier we are: Comparison of responsible alcohol service in trained and untrained establishments in Perth

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*Edith Cowan University*

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***'The more we sell the happier we are':***

**A comparison of Responsible Alcohol  
Service in trained and untrained  
establishments in Perth.**

This thesis is submitted as one of the requirements for the

**Master of Business (Marketing) Degree**

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Date of submission: 13<sup>th</sup> of October 2004

## USE OF THESIS

The Use of Thesis statement is not included in this version of the thesis.



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## DECLARATION

I certify that this thesis does not, to the best of my knowledge and belief:

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## Abstract

This research investigated whether training licensees and approved managers of Perth pubs and taverns resulted in more Responsible Alcohol Service (RAS). Specifically it investigated whether apparently intoxicated customers were refused service. Trained and untrained premises were compared using two methods. Quantitative data was gathered by observers posing as intoxicated customers (pseudo-drunks) while qualitative data was collected during interviews with management, staff, and patrons of trained and untrained premises.

No significant difference in the service of alcohol to intoxicated patrons in trained or untrained premises was found. The interviews revealed no distinction between the attitudes and beliefs of management, staff, or patrons of trained or untrained outlets. A majority of management and staff was aware of laws prohibiting service of alcohol to intoxicated people but acknowledged that in many instances intoxicated customers continue to be served. A number of reasons or excuses were proffered. One frequently cited excuse was "if we don't serve drunks someone else will, so why shouldn't we profit from them?"

Communities incur considerable costs in both financial and social contexts from the harms associated with excessive alcohol consumption. One means of reducing the severity and frequency of these harms is to limit the consumption of individuals during drinking sessions. Licensed premises have been identified as having a significant role to play in achieving this outcome. The director of liquor licensing in Western Australia has mandated Responsible Alcohol Service training for licensees and approved managers. This research studied the efficacy of the training.

While the importance of enlisting the help of management in attempts to introduce RAS programmes has been identified in previous research, this is the first time the efficacy of training management alone has been studied.

This paper contributes to the body of knowledge of what works in a practical sense by identifying perceived shortcomings of the current training programs and suggesting remedies to those shortcomings. It makes recommendations for future research which will contribute to a deeper understanding of the problem.



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- Pseudo-drunks ( Staff members of Edith Cowan University) who conducted quantitative data collection.
- Belinda Bromilow (quantitative data collectors acting tutor)

## **Publications**

The following refereed publications have resulted from this study:

Alexander, N. (1998). Can mandatory training for Western Australian licensees and approved managers result in more responsible alcohol service? *Australian Journal of Hospitality Management*, 5(2), 1-9.

Alexander, N., & Henley, N. (2000). *Modifying consumption of alcohol using harm reduction: The role of responsible service of alcohol*. Paper presented at the 2000 Asia Pacific Association for Consumer Research, Gold Coast, Queensland.

## Chapter 1: INTRODUCTION

Alcohol is probably the most common and freely available drug in the world. It is also implicated in many of the ills that impact on society. In more recent years attempts have been made to reduce the harms associated with alcohol by restricting consumption by individuals to moderate quantities. One proposed means of achieving this is to encourage licensees and bar staff to practise Responsible Alcohol Service (RAS). This research investigates whether recently introduced mandatory RAS training for licensees and managers of licensed premises in Western Australia has had an effect. More specifically it compares the likelihood that intoxicated patrons will be served alcohol in two categories of licensed premises:

- Those where the licensee or manager has had training, and
- Those where no training has been undertaken.

The prime objective of RAS is not to deter or prevent alcohol consumption *per se*. Rather, it is intended to curb the incidence of occasional episodes of excessive consumption by usually moderate drinkers (Riley, 1998). There is evidence that moderate amounts of alcohol can have beneficial health consequences, such as reducing the likelihood of developing some forms of heart disease (Wilson, 2003). Indeed 1-2 standard alcohol drinks per day can help to prevent heart disease in males from the age of approximately 40 years (National alcohol strategy, June 2003). These benefits can be gained using other strategies. However given the social acceptance of drinking alcohol, eliminating alcohol consumption totally may not be in a community's best interest. Any such benefits must be weighed against the risk posed to the community by excessive consumption, especially in view of the evidence that specific groups within communities, such as young people, are more vulnerable to the adverse impacts of alcohol, even in relatively small doses (Riley, 1998).

For the year 2000-2001 Australia ranked twenty third of fifty eight countries listed in *World Drinking Trends* (2003) on the basis of alcohol consumption per capita. This consumption rate converts to an average of 9.32 litres of pure alcohol for every Australian

aged fifteen and over. Consumption of full-strength beer, 4.5% Alcohol By Volume (ABV) and over, has declined since 1995, while during the same period the consumption of wine and spirits has increased (Chikritzhs et al., 2003). Though consumption levels, per capita, of full-strength beer, which remains the most popular alcoholic beverage in Australia, has been decreasing since the mid 1970s, health professionals still consider the rate of alcohol consumption to be unacceptably high. Excessive alcohol consumption is implicated in many of the ills confronting contemporary Australian society, especially violent crime (White & Humeniuk, 1994).

## **1.1 Alcohol associated harms**

Awareness of problems associated with excessive alcohol consumption by health practitioners, researchers, and the community at large has gained increasing prominence in Australia in recent times (Tai, Saunders, & Celermajor, 1998). Most prominent of the concerns to the community has been the incidence of drink-driving or driving under the influence of alcohol. Public awareness of this issue has been heightened by campaigns targeting the issue of drink-driving, which have been initiated in every state and territory of Australia over the past several years.

Efforts to curb the incidence of drink-driving offences have followed two main approaches. A legislative approach has involved an increase in the detection and apprehension of drink-driving offenders by police. The enforcement of laws relating to drink-driving has been highly publicised across all forms of the media with publicity campaigns concerning Random Breath Testing (RBT) or 'booze buses', often coinciding with holiday seasons and other periods of traditionally high alcohol consumption. Australia now has uniform Blood Alcohol Level (BAL) laws, which stipulate a maximum limit of 0.05 as a percentage of blood alcohol content for drivers, and legislation enabling the random breath testing of motorists has been enacted in each state and territory. A second, simultaneous approach has involved social marketing campaigns. A massive and sustained multi-media promotional effort aimed at increasing awareness of the effects and consequences of drink-driving has been conducted. At the same time an attempt has been made to educate the public in alternative behaviours. Some of the strategies recommended to avoid driving under the influence of alcohol are: knowing how many standard drinks will result in an illegal Blood Alcohol Level (BAL) and restricting consumption to below that level; leaving the car at home and taking a taxi; nominating a designated driver, and using skippers clubs.

Researchers have found links between alcohol and road crashes and between alcohol and violent crime. But while road crashes are often linked to alcohol in newspaper articles, e.g. Pryer, 1998, there is little mention in the press of the links between alcohol and violent crime. Indeed in Australia the attention given to the negative impacts of excessive alcohol

consumption has centred almost exclusively on drink-driving issues, while other negative impacts of excessive alcohol consumption have received little public exposure and currently go largely unreported. Links between alcohol and violent crimes include:

- murder (Parker & Cartmill, 1998; Wallace, 1994)
- sexual assault (Payne-James & Rodgers, 2002), indeed the influence of alcohol in sexual assault has been reported to contribute to the perceived culpability of both victims and offenders (White & Humeniuk, 1994, p.108);
- other forms of assault (Burns, Flaherty, Ireland, & Frances, 1995);
- domestic violence (Wallace, 1994); and
- other forms of abusive behaviour (Ireland & Thommeny, 1993).

These have been well documented in the research literature (Kevin, 1992) but are reported infrequently in the popular press.

The costs associated with these crimes are borne not only by those individuals immediately affected as a consequence of the crime, but also by the community at large. Examples of impacts that can be accurately measured and ascribed monetary value are hospitalisation and other medical interventions, lost productivity, and legal expenses (Margo, 1998).

Other impacts that can not be treated in purely financial terms include mental anguish and depression, family breakdown, misappropriation of household income, and suicide (Tai et al., 1998).

It may be that alcohol is not reported as a factor contributing to these crimes because the offender's Blood Alcohol Level does not form a part of the offence as it does in the case of drink-driving and road crashes. Indeed the offender's BAL is not always ascertained by the police. Perhaps this is partly because:

- police do not have the power to breathalyse or blood test perpetrators of other crimes;
- even if they did, by the time the offenders are apprehended the BAL may be irrelevant; and
- unquantifiable statistics would not be reliable as they would depend on police officers' opinions.

The treatment of alcohol in driving offences, whether they result in road trauma or not, is quite different. In the case of driving under the influence, the Blood Alcohol Level *is* the offence. In the case of road crashes, police have the power to breathalyse and blood test drivers even before they are charged with an offence but do not have authority to test suspects of other crimes.

## 1.2 The problem

The problem is not that some people drink alcohol but rather that some people drink too much alcohol *sometimes*. Alcohol is a legal drug, which is socially accepted in Australia,

when it is consumed in moderation. Indeed the consumption of alcohol *per se* is not considered harmful to most Australians but the level of consumption per drinking episode may be of concern. The acceptable quantity of alcohol consumed per drinking episode varies as it is largely determined by the activities of the drinker during and following each episode. The problem is how to restrict the volume of alcohol consumed by individuals per drinking episode to levels that will reduce the incidence and severity of harms associated with alcohol consumption.

## **1.3. Possible solutions to the problem**

### **1.3.1. Eliminate demand / supply**

While prohibition of the sale and consumption of alcohol does occur in a number of countries around the world, these countries are predominantly those in which the population is of the Muslim faith. The strength of the Muslim religion and its teachings is a major contributing factor to the success of prohibition in these areas. These conditions do not prevail in the rest of the world, including Australia, where society is largely accepting of alcohol.

Prohibition, which it was thought would solve the problem of alcohol abuse and its associated harms, was passed into law in the United States in 1920 and involved two major elements:

- eliminate demand through temperance campaigns; and
- eliminate supply through law enforcement.

The experiment, which lasted 13 years, was considered a failure and laws prohibiting the sale and consumption of alcohol were repealed in most states in 1933 (Thornton, July 17, 1991).

Even if prohibition were considered politically palatable in Australia, which is highly unlikely, the historical evidence of the prohibition era in the United States indicates that it would be an abject failure. Governments around the world are unable to prevent the supply and use of the current range of illicit drugs, so adding a commonly used and socially acceptable drug to the list of banned substances would place enforcement agencies in an even more untenable situation.

### **1.3.2 Restrict supply**

For many years control over supply was relied upon to limit alcohol abuse. The rationale for this approach is that problem levels experienced by a given population tend to be closely related to overall levels of consumption within the population. Bruun, Edwards,

Lumio, Makela, Pan, Popham et al. (1975) argue that controls over alcohol availability or supply are justified on the grounds of public health:

*...our main argument is well substantiated: changes in the overall consumption of alcoholic beverages have a bearing on the health of people in any society. Alcohol control measures can be used to limit consumption: thus, control of alcohol availability becomes a public health issue.*

Cited in Single, E. (1996)

Some of the laws and regulations designed to restrict supply, such as six o'clock closing, bona fide traveller, Sunday sessions, mandatory purchase of a substantial meal, etc, have been repealed but others remain, and new ones are suggested from time to time.

There is anecdotal evidence to suggest that restrictions on opening hours encouraged patrons of licensed premises to drink large volumes of alcohol in relatively short periods of time. In Perth, Western Australia, restricted trading hours on Sunday (the Sunday session) impacted most notably on young, inexperienced drinkers (personal communication, Mr Hugh Highman, Director of Liquor Licensing, May 2000).

Supply in Western Australia is restricted and the Liquor Licensing Act (WA) 1988 s. 5. states as two of its five objectives:

“a) to regulate, and to contribute to the proper development of, the liquor, hospitality and related industries in the state”...

“d) to provide adequate controls over persons directly or indirectly involved in, the sale, disposal and consumption of liquor;”.

The licensing authority's most effective tool for containing alcohol-related harm is essentially its capacity to discipline licensed suppliers of alcohol. It has the authority to place conditions on a license, remove a license when deemed appropriate, or prosecute those involved in the sale or supply of alcohol. The necessity to apply for a license and the conditions placed on licenses are intended to limit the number and distribution of outlets and restrict the operating hours of licensed premises, thereby restricting supply. There can be little doubt that if the market place was uncontrolled in this way we would witness a rapid increase in the number of outlets, and the hours those outlets operated. It would probably also lead to an even wider variance in the standards of those outlets (personal communication, Mr Hugh Highman, Director of Liquor Licensing, May 2000).

### **1.3.3 Reduce the harms associated with drinking**

A third possible solution to some of the problems associated with alcohol involves harm reduction. The concept that under-pins harm reduction as a public health strategy is a recognition that even if the total elimination of the use of a substance is unlikely to

eventuate, the harmful outcomes associated with its use should be minimised. While the notion of harm reduction as a public health issue is more inclined to be associated with injecting drug use (Riley, 1998), the premise is equally applicable to alcohol use (E. Single, 1996). In the case of alcohol, harm reduction recognises that it is quite possible for most people to consume the drug at levels that are unlikely to result in any ill effects, but that higher levels of consumption increase the risks of harm either to the consumer or to others. This recognition has led to a number of strategies designed to reduce the prevalence of harms arising from alcohol consumption by limiting the quantity consumed. In licensed premises this has involved curtailing the sale of alcohol to individuals if continued drinking is likely to increase their risk of being involved in harmful outcomes. This strategy of controlling the supply of alcohol to individual drinkers is generically referred to as Responsible Alcohol Service (RAS). Harm reduction and the role RAS plays in its application are discussed more fully in the theoretical framework section below.

## 1.4 Theoretical framework

‘Harm reduction is a public health approach dealing with drug-related issues that places first priority on reducing the negative consequences of drug use rather than eliminating drug use or ensuring abstinence’ (Conley et al., 1999, p. 1.). Initially, harm reduction was developed as a strategy for dealing with the health risks faced by illicit drug users and the perceived risks they posed within the community (Riley, 1998).

Although slow to gain approval from mainstream public health professionals and law makers, harm reduction programs have been developed in many countries during the past decade primarily in response to the threat of AIDS. Perhaps the overriding feature common to all harm reduction strategies is expressed by (Conley et al., 1999) “If a person is not willing to give up his or her drug use, we should assist them in reducing harm to himself or herself and others.”

This is the intention of alcohol-specific harm reduction strategies. The message conveyed by these strategies is, ‘if you are going to drink, avoid possible problems when you do so’. The focus is on decreasing the risk and severity of any adverse consequences of alcohol consumption without necessarily decreasing the overall level of consumption; that is, five sessions of two drinks are less likely to result in an adverse outcome than ten drinks in one session. This message is complementary to the notion that drinking less is better; however the intention is not primarily to reduce total alcohol consumption but to control consumption per episode.

The main principles of all harm reduction, in the context of drug use were stated by Conley et al. (1999) as follows:



**Pragmatism:** the ideals of public health policies may be more achievable by adopting a more pragmatic harm reduction approach than persisting with efforts to eliminate all drug use.

**Humanistic Values:** No moralistic judgement is made regarding the person's decision to use drugs.

**Focus on Harms:** Drug use *per se* is of secondary importance to the risk of harm consequent to use.

**Balancing Cost and Benefit:** Some pragmatic process of identifying, measuring, and assessing the relative importance of drug-related problems, their associated harms, and cost/benefits of intervention is carried out in order to focus resources on priority issues.

**Priority of Immediate Goals:** One goal is usually to focus immediately on pro-actively engaging individuals, target groups, and communities to address their most pressing needs.

### 1.4.1 Harm reduction model

MacCoun (1998, p. 1202), writing on strategies for dealing with illicit drug use, stated the harm reduction equation as: "*Total Harm = Average Harm per Use X Total Use*" (italics in original). Total Use is related to the number of users and the amount each user consumes, and Average Harm per Use is a function of harms involving both users and non-users.

MacCoun's model (Figure 1) titled *Use Reduction and Harm Reduction: An Integrated Framework* listed 'Prevalence (number of users)' as a measure of use. This measure is not appropriate to the context of alcohol because alcohol can be consumed in quantities that do not result in harms. Therefore its use *per se* can not be construed as harmful.

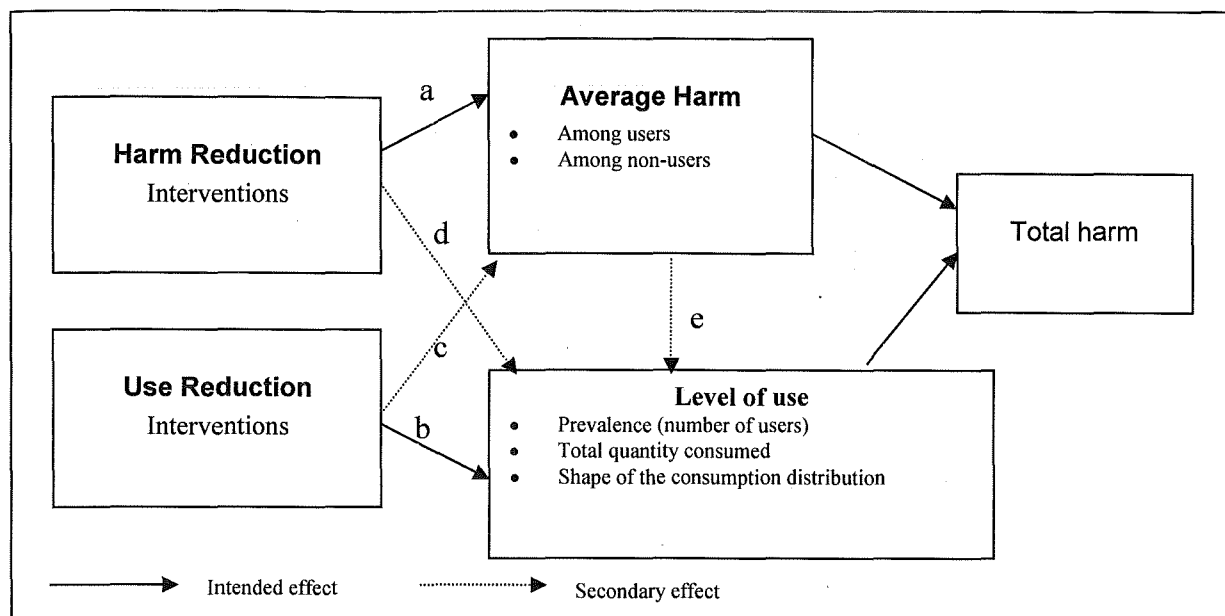


Figure 1.1 Use reduction and harm reduction: An integrative framework. (MacCoun, 1998,p.1202.)

In MacCoun's model the solid lines, a and b represent the intended outcomes of interventions. Harm reduction interventions are intended to reduce harm to a community and use reduction interventions are intended to reduce the total consumption within a community.

The secondary effects depicted graphically in this model as c, d and e represent unintended and often unanticipated harmful effects, which may result from the implementation of harm-reduction and use-reduction strategies. For example a use-reduction strategy such as prohibition may lead to an increase of average harm (c) because of a lack of clean needles, inflated prices that encourage drug-related crime, etc. The implementation of harm-reduction strategies such as the supply of clean needles may be construed by some to imply authorities are condoning drug use. This could inadvertently send the wrong message about the risks of drug use resulting in an increase to the level of use (d). If harm-reduction strategies such as the supply of clean needles to reduce the spread of AIDS are seen to be successful, users and potential users may feel safer about their behaviour and this in turn may lead to an increase in the level of use (e).

If alcohol is substituted for the illicit drugs referred to in the framework above, it is possible to hypothesise the application of the framework to reducing the harms associated with alcohol. However some modification is necessary because the negative consequences of alcohol are, for the majority of the population, attributable to the volume of consumption of individuals per episode or drinking session rather than the number of users, total quantity consumed, or shape of the consumption distribution curve. This is not to say that the total quantity consumed by a community and the distribution curve are not of concern to health professionals.

Figure 1.2 shows how MacCoun's (1998) model can be adapted to fit the circumstances unique to the reduction of harms associated with alcohol. The adaptation of the model involves a change to the subheadings under **Level of use**. In Figure 1.2 MacCoun's 'Prevalence (number of users)' has been replaced with Individual consumption per episode. Harms associated with alcohol may result from excessive consumption during single drinking episodes as well as from excessive consumption over a protracted period. Links (a) and (b) depict the intended effects of harm-reduction and use-reduction policies and strategies. The secondary effects depicted in MacCoun's model are not relevant to the model adapted for alcohol because strategies aimed at use or harm reduction will not result in increases to the level of use. For example, a harm-reduction strategy such as a Random Breath Test blitz by police which is a strategy aimed at reducing average harm to both drinkers and other road users, will not lead to more people using the roads and increasing the average harm. Similarly there is no evidence to suggest that use-reduction strategies like the 'Responsible Host' campaign result in more people drinking or people drinking more.

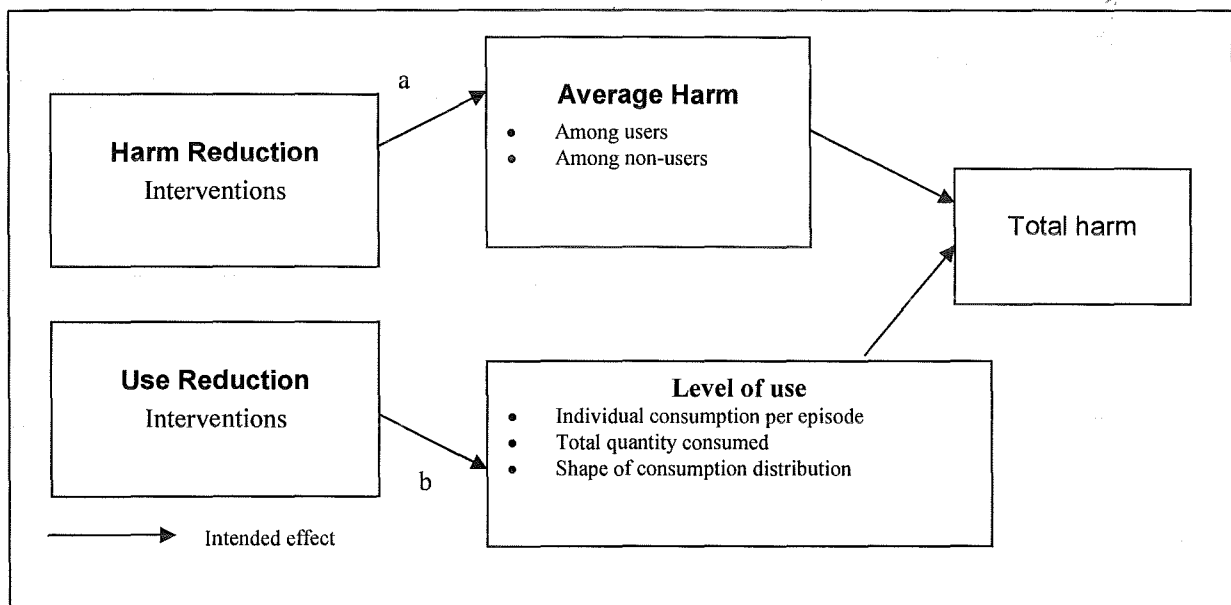


Figure 1.2. Alcohol use-reduction and associated harm-reduction: An integrative framework [adapted from MacCoun (1998)]

#### 1.4.1.a Harm Reduction Interventions

In the case of alcohol-associated harm, reduction interventions may include such things as modification to the physical drinking environment. Single (1996, p.8) provides the following examples:

- constructing drinking establishments in a way that reduces risks to patrons;
- using materials specifically aimed at minimising injuries that may result if a fight occurs; and
- using glassware that shatters like a car windscreen rather than in shards.

Environmental interventions may also involve modification to other settings in which drinkers may cause harm such as:

- fitting devices to vehicles that prevent operation if a breath sample indicates a prescribed alcohol level; and
- building cars with air bags to limit injury.

#### **1.4.1.b Use Reduction Interventions**

Unlike illicit drug use, alcohol-related harm prevention measures are not aimed so much at a reduction of drinking *per se* as a diminution of the harmful consequences of drinking (E. Single, 1996). Since harms resulting from alcohol use are closely associated with excessive consumption, limiting the number of occasions on which excessive consumption occurs will have a beneficial impact on the incidence of related harms.

A relatively new perspective on reducing harms in an alcohol-related context targets heavy drinking occasions rather than the overall level of alcohol consumption by an individual. Therefore use reduction interventions concentrate on the individual. They seek to limit the volume consumed during each drinking episode to levels that are less likely to result in harm to either the drinker or others (Riley, 1998).

This adaptation of MacCoun's (1998) integrative framework provides a theoretical construction for reducing the harms associated with alcohol consumption, but it does not identify the significant elements of an alcohol-related harm-reduction policy. These elements are the subject of the next section.

### **1.4.2 Harm reduction strategies**

McKnight (1993) provides a model, which complements MacCoun's (1998) theoretical framework by identifying the elements of Responsible Alcohol Service (RAS). RAS as a strategy is aimed not only at heavy drinkers, but also at individuals who, over the longer term, may be considered light to moderate consumers, but occasionally become intoxicated and therefore susceptible to alcohol-related harms.

The elements McKnight (1993) identified are:

- Community awareness;
- Community leadership;
- Enforcement;
- Management; and
- Training

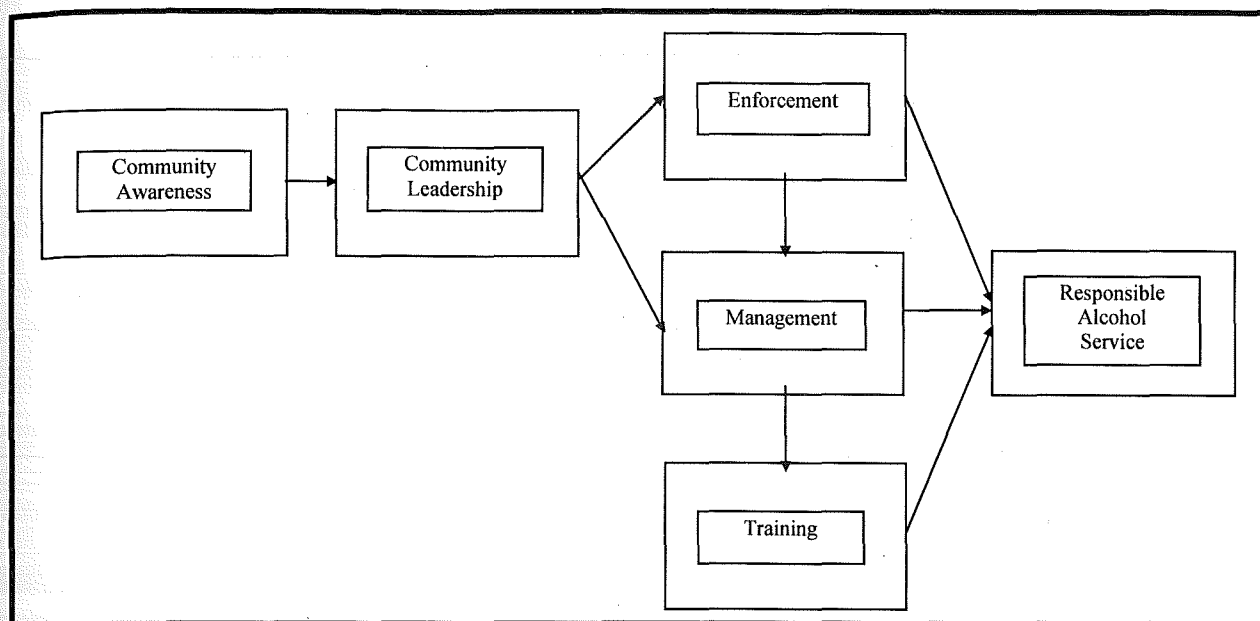


Figure 1.3 Elements of responsible alcohol service. (McKnight 1993)

These elements, either individually or collectively, are not specifically intended to affect the total quantity of alcohol consumed by a community, or the shape of the consumption distribution curve for a community. Rather the collective objective of the elements is to modify individual consumption per episode and flatten the consumption curve of individuals when appropriate. Each of these elements is discussed fully in succeeding sections, and used as the framework for the literature review.

As stated previously one of the main objectives of Responsible Alcohol Service is to minimise the likelihood of individuals becoming intoxicated and so reduce the risk of those individuals causing harm to themselves or others (R. F. Saltz, 1985). This is also an objective of the Liquor Licensing Act (WA) 1988, which makes it an offence for those serving alcohol in licensed premises to serve intoxicated patrons.

In Western Australia one recently introduced method of implementing RAS in licensed settings is the training of licensees and approved managers.

## 1.5 Mandatory responsible alcohol service training in WA

The Western Australian State parliament passed amendments to the Liquor Licensing Act 1988 which came into law in May 1998. These amendments charged the Liquor Licensing Division of the Western Australian Department of Racing, Gaming and Liquor with administering the act giving due regard to the effect alcohol distribution and consumption has on public health. Specifically Liquor Licensing Act (WA) 1988 s. 5 was amended to introduce two new primary objectives:

- to regulate the sale, supply and consumption of liquor; and
- to minimise harm or ill health caused by people, or any group of people, due to the use of liquor

Section 33 of the Act was also amended to allow the director to require a person seeking to become a licensee or an approved manager, to undertake an assessment of knowledge of the Liquor Act and responsible service, or attend an approved training course ("Liquor Licensing Act (WA)," 1988,s.33). Licensees and/or approved managers may opt to engage an accredited assessor to test their Liquor Licensing and Patron Care knowledge rather than attend a training course. However if the result of such an assessment is unsatisfactory, applicants must enrol in an accredited course. Whichever option is chosen, the assessment is uniform and the applicants must meet the costs. This requirement can be enforced by the Director of Liquor Licensing by insisting that Liquor Licensing and Patron Care knowledge are required components of the demonstration that an applicant is a *fit and proper person* to hold a license or be registered as an approved manager. The requirement was to be introduced over three years, in four phases:

- The first phase involved applicants for new licences or a transfer of licence.
- The second phase involved applicants for extended trading permits and variations of licence.
- The third phase involved the remaining licensees/approved managers holding category A licenses.
- The fourth phase involved category B licence holders.

In all, it was estimated that initially over 6000 people in Western Australia would require training over the implementation period. Training of new applicants continues with courses being provided, as need demands.

The training courses are comprised of three compulsory elements with one optional element. The three compulsory elements are: (1) knowledge of the liquor industry, (2) knowledge of the Liquor Licensing Act 1988, and legal systems; and (3) Patron Care/Host Responsibility. The optional element, 'Knowledge of the Gaming Industry' is specifically for those licensees who undertake gaming activities (Aves, 1998).

The expectation of The Office of Racing, Gaming and Liquor is that by adopting this strategy for introducing RAS concepts, management will be more inclined to implement those concepts and support their staff's application of them in the workplace. This signifies a notable departure from previous implementations of RAS training. In other parts of the world, notably several states and regions of the USA (Crafts, 1993) and provinces of Canada (Gliksman et al., 1993) it is the service staff who must undergo mandatory training in order to obtain a permit to gain employment serving alcohol. Some jurisdictions have also mandated that managers as well as service staff must undertake the responsible

service training (Linkenbach, 1995). However Western Australia is the first state or territory to make training mandatory for management only.

## 1.5 Purpose of the study

This study has two main purposes. First, it examines the efficacy of the responsible service of alcohol component of the mandatory training for licensees and approved managers as a means of reducing the incidence of intoxicated customers being served in hotels and taverns in metropolitan Perth, Western Australia. Secondly, using qualitative analysis it broadly assesses the attitudes, perceptions, opinions and stated behavioural norms of (a) bar staff, (b) licensees and approved managers, and (c) bar patrons in relation to RAS. The study is intended to provide information of value to those developing and delivering RAS courses.

RAS training addresses four goals (Graham, 2000);

- Attitudes
- Knowledge
- Skills
- Practice

*Knowledge* relating to the physiological effects of alcohol, signs of intoxication, laws and legal liability is easily measurable and assessed at the completion of RAS training as are *skills* such as the ability to recognise intoxication and avoid problems though tested in a classroom setting. However *attitudes* and *practices* can not be ascertained as easily. It is the attitudes and practices of alcohol servers, licensees, and approved managers that are reported in this study.

## 1.6 Research questions

This study will answer the following questions:

- Are intoxicated patrons less likely to be served alcohol in establishments where the licensee and/or approved manager have attended mandatory training than in sites where the training has not been undertaken?
- Are the bar staff in establishments where the licensee and/or approved manager have attended mandatory training more likely to have been trained in responsible alcohol service than in sites where the mandatory training has not been undertaken?
- Are house policies relating to modifying service of alcohol to intoxicated patrons more evident in establishments where the licensee and/or approved manager have attended mandatory training than in sites where the mandatory training has not been undertaken?

- Are differences in attitudes, perceptions, opinions, and stated behavioural norms of bar staff apparent between establishments where the licensee and/or approved manager have attended mandatory training and sites where the mandatory training has not been undertaken?
- Are differences apparent in attitudes, perceptions, opinions, and stated behavioural norms of licensees or approved managers who have been trained and those from sites where the mandatory training has not been undertaken?
- What are the attitudes, perceptions, and opinions of patrons concerning the legal obligations of bar staff with regard to serving drunken customers?



## 1.7 Definitions

In this study:

Taverns are defined as establishments classified as taverns by the liquor licensing authority and granted a category A liquor licence.

Pubs are defined as establishments with category A unrestricted hotel licences that derive most of their revenue from the sale of alcohol rather than accommodation or food sales.

Drunk and intoxicated are both defined as displaying obvious effects of excessive consumption of alcohol. Use of these terms is not based on any BAL measurement.

Pseudo drunks are research assistants trained to feign intoxication.

Bar staff refers to all persons employed to serve alcohol regardless of gender or terms of employment ie. Full time, part-time, or casual.

Excessive consumption for the purpose of this study refers to consumption to at least an apparent point of intoxication.

Intervention site refers to an establishment assessed as part of this study at which either the licensee or approved manager has attended a mandatory training course.

Control site refers to an establishment assessed as part of this study at which neither the licensee nor approved manager has attended a mandatory training course.

## 1.8 Chapter Summary

This chapter outlined the scope of harms associated with excessive alcohol consumption and identified a range of possible solutions to the problem. A model of harm reduction was presented and mandatory responsible alcohol service training for licensees and approved managers as a strategy was introduced. The purpose of the study and the research questions were presented. The literature relating to the concept of harm reduction and its application to responsible alcohol service is reviewed in the next chapter, while chapter three reports the methodology adopted to collect data for analysis. An analysis of the quantitative data is presented in chapter four while findings stemming from the qualitative data are reported in chapter five. Finally chapter six presents a discussion of the findings, the limitations of the research and implications for future research.

## **Chapter 2: LITERATURE REVIEW**

This chapter outlines the magnitude of alcohol-associated harms and puts the problem in context with particular reference to Western Australian. The extent to which patrons of licensed premises contribute to alcohol-related harm is highlighted. The origins of responsible alcohol service are then presented. This is followed by an examination of the concept of harm reduction and its application to the development of strategies aimed at reducing alcohol-associated problems. Reference is made to evaluations conducted into the efficacy of intervention strategies that are of significance to this study

### **2.1 The extent of the problem**

The consequences of long-term alcohol abuse for the health of individuals have been well reported in medical and public health realms for many years. However researchers for the Canadian Centre on Substance Abuse reported that (Wallace, 1994) “the number of heavy drinking occasions is a stronger predictor of drinking problems than is the level of consumption”. Single (1996, p. 10) commenting on 1995 research contended that there were higher rates of alcohol-related problems among low-level drinkers who occasionally drink immoderately than for usually high-level consumers. It may be that frequent high-volume drinkers have an increased physical tolerance to alcohol and develop social supports and other mechanisms to minimise the adverse consequences of their drinking. The occasional heavy or binge drinker may lack these mechanisms and strategies, resulting in apparent over-representation in alcohol-related harm statistics.

#### **2.1.1 Physical violence and alcohol**

An estimated 13 percent of Australians age 14 years and over (more than a million people) have been physically abused at least once by someone affected by alcohol, while 15 percent have had their property damaged at least once by someone affected by alcohol, 7 percent have had property stolen, 25 percent have been put in fear and 37 percent have been verbally abused by someone affected by alcohol (Wallace, 1994). Alcohol has also been implicated in a third of all sexual assault cases (Tai et al., 1998). When 1186

Australians over the age of 14 were asked 'have you ever been involved in a physical confrontation or fight when you were under the influence of alcohol,' 28 percent of males and 7 percent of females answered 'yes'. Younger people are again over-represented with 41 percent of males under 34 years reporting having been involved in confrontation compared to only 20 percent of males 35 years and over (Morgan, 1998. p. 3.). Perhaps surprisingly, the same research indicated that the higher a person's income, the greater the risk of being involved in a physical confrontation while influenced by alcohol.

### **2.1.2 Road trauma and alcohol**

Alcohol is implicated in approximately one third of all motorist deaths in Australia and 45 percent of fatalities amongst adult and youth pedestrians (Health, Department, of, Western, & Australia, 1998). Research conducted by the National Centre for Research into the Prevention of Drug Abuse (NCRPDA) based at Curtin University identified 5495 road crashes between the period 1990/91 and 1996/97 involving drivers with a BAL exceeding 0.079 mg/ml. Of these, 1458 or approximately 30 percent of crashes were associated with patrons in hotels or taverns (personal communication Tanya Chikritzhs, June 14<sup>th</sup>, 1999).

### **2.1.3 Incarceration and alcohol**

Murdoch et al, (1990) cited by (White & Humeniuk, 1994, p.7) contended that more than 50 percent of offenders involved in homicide, assault, domestic violence and rape, were under the influence of alcohol at the time the offence was committed for which they were incarcerated.

A study of both male and female inmates about to be released from New South Wales prisons reported that, at the time of committing their most serious offence, 34 percent had consumed alcohol only, and a further 10 percent had consumed alcohol and other drugs (Kevin, 1992.p iv). The study also found that 67 percent of the males who were under the influence of alcohol had drunk more than 12 standard drinks. The majority of offences committed by these inmates involved assault or driving offences, whereas those inmates who committed property offences were most likely to be under the influence of other drugs.

A similar study of women inmates about to be released from New South Wales prisons found that 5 percent had consumed alcohol only while a further 11 percent had consumed alcohol and another drug at the time the offence was committed for which they were gaoled (Kevin, 1995 p. 15.). As in the mixed gender survey, the most common crime committed by those influenced by alcohol was assault, while those inmates under the influence of other drugs were more likely to have been incarcerated for crimes involving property, fraud, robbery, or drugs. Whether alcohol causes more people to become violent than other drugs, or whether alcohol is the preferred drug of people inclined to violence is

not clear but there appears to be an identifiable link between alcohol consumption and acts of violence.

### **2.1.4 Fatalities and hospitalisation attributed to alcohol**

It has been estimated that there are 3700 alcohol-related deaths each year in Australia and that when medical expenses, legal expenses, loss of productivity and income are accumulated, the cost of alcohol-related problems to the community totals \$4.5 billion (Watts, 1999).

Young Western Australians are represented at disproportionately high levels in fatality, hospitalisation, and victim of abuse statistics. In a paper prepared by the Health Department of Western Australia, Unwin (1997) reported that 14 percent of deaths, 21 percent of hospital admissions and 11 percent of bed-days in hospitals caused by alcohol were incurred by people between the ages of 20 and 29. Unwin (1997) said these figures far exceed this age group's representation as a proportion of the population.

## **2.2 Origins of responsible alcohol service**

Bissonette, (cited in Lang, 1990, p. 383) said the concept of responsible alcohol service can be traced to the United States of America during the 1960's when it was believed that servers of alcohol were best positioned to identify customers with suspected alcohol-related problems. The expectation was that, once identified by bar staff, these customers would then be referred to treatment agencies. In Australia the introduction of server intervention programs, as they were then known, had a similar foundation with the introduction in Queensland in 1981 of the Patron Care Program (Carvolth, 1983).

## **2.3 Harm reduction**

Attempts to reduce the harm associated with excessive alcohol consumption shifted focus from the individual to the setting in which consumption takes place (Mosher, Delewski, Saltz, & Hennessey, 1989). The emphasis is now on modifying the setting, and practices within the setting, in an attempt to reduce the volume of consumption per drinking session by customers considered being at risk of becoming intoxicated.

## **2.4 Recent Initiatives**

Having conducted a number of studies Mosher (1990) advised a coordinated and cooperative community-wide approach to the problem. McKnight (1993) supported this recommendation and contended that responsible alcohol service is composed of five elements: community awareness, community leadership, enforcement, management, and training.

## 2.4.1 Community awareness

*Community Awareness* involves public recognition of the nature and magnitude of the problems associated with excessive alcohol consumption. Promotion and implementation of RAS is contingent upon an orchestrated community-wide desire for it to succeed.

While it is appropriate for a community to be concerned about drunks, it must be remembered that the drunks are members of that same community. The doctrine of liberty for individuals pervades free societies; this doctrine presumes a level of maturity of those individuals and an expectation that they will behave in a responsible manner and respect the rights and freedoms of others. Hawks (1998) asked whether the State has a responsibility to prevent intoxication. However given that links between levels of alcohol consumption and detrimental outcomes for communities are well proven there is some justification for the State assuming responsibility to prevent or minimize the incidence of intoxication. Certainly the State has an obligation to minimize any harms stemming from intoxication.

Rarely are intentions to tighten liquor laws greeted with universal acceptance by all sections of the liquor and hospitality industries. The vested interests of hoteliers, breweries, distillers, wine producers, and other parties combine to form formidable lobby groups who perceive that profitability would be best served by liberalising rather than tightening licensing laws. In Canada, the Ontario Provincial government passed a new Liquor Licence Act in September 1990. While the new act liberalised some aspects of the liquor service industry in the province, its main thrust was to emphasise social responsibility. Some of the difficulties faced by individuals and lobby groups attempting to influence changes to the Ontario act on behalf of the community may be repeated in other jurisdictions (S. Single & Tocher, 1992).

The merit of amending out-dated licensing regulations is recognised because there is clear evidence that patrons of licensed premises are at greater risk of being affected by some of the harms associated with alcohol than those drinking in other environments (Peberdy, 1991). This being the case it seems appropriate that strategies should be developed with licensed outlets specifically targeted. Three areas of policy implementation have been recommended as a means of minimising alcohol-associated harms involving patrons of licensed premises (Rydon & Stockwell, 1997). The three areas of concern are:

- the physical environment;
- the practices and house policies of licensed premises; and
- the regulation of licensed premises with adequate enforcement of those regulations.

A model designed to improve the safety of licensed environments was developed in Surfers Paradise and later replicated in Cairns, Townsville, and Mackay, Queensland. Key

features of the model included the establishment of a steering committee drawn from the community, a community forum, forming task groups to address safety of public spaces, management of venues, and security and policing. The community-driven initiative resulted in "...a decline of 56.5 percent in all aggressive and violent incidents, and a decline of at least 75 percent in physical assaults" (Hauritz, Homel, McIlwain, Burrows, & Townsley, 1998). Unfortunately these improvements to public safety have not been sustained long term.

The Queensland model highlighted a need for communities to take ownership of the problem if remedies were to be successful. Industry self-regulation alone will not deliver the desired effects. Holder, Treno, Saltz, & Grube (1997) contended that if heightened community awareness is to be achieved, strategies must rely heavily on the ability of community coalitions to mobilise key organisations to support and promote the goals of the strategies.

This mobilisation was attempted for the 'Community Trials Project' which involved a comparison of six sites across California and South Carolina (three experimental and three comparison) each with a population exceeding 100,000. The project was an efficacy study that sought to discover whether a set of community based interventions would produce a reduction in alcohol-related injuries and deaths. The interventions comprised:

- changes to Driving Under the Influence (DUI) enforcement;
- local authorities taking control of alcohol related problems;
- reducing access to alcohol by under-aged people; and
- a community-level responsible alcohol service program (R. Saltz & Stanghetta, 1997).

One contributing factor to the very modest improvements reported was believed to be a lack of the communities' willingness to listen to concerns expressed by bar operators, some of whom saw intervention by community groups as an attempt to impose draconian restrictions on their ability to trade and generate a reasonable profit.

## **2.4.2 Western Australian Initiative**

The need to develop awareness in the community has been recognised in Western Australia. A three-year campaign aimed at reducing the negative effects of alcohol was initiated under the auspices of 'The Western Australian Host Responsibility Project' (Health department of Western Australia., 1998). The project was a collaborative undertaking by the Police Service of Western Australia, the Office of Racing, Gaming and Liquor, the Health Department of Western Australia, the Liquor Industry Council, the Western Australia Drug Abuse Strategy Office, the Office of Road Safety, and Healthway.

The first phase of the campaign was intended to increase awareness of the rights and responsibilities of both alcohol servers and customers. It first came to public notice with the screening of television advertisements in April 1998. These advertisements were reinforced by coverage in other media at the same time. The advertising campaign was followed in May by point-of-sale materials assembled to reinforce the message of the advertisements. The campaign featured two advertisements: one was directed at staff and patrons of licensed outlets, and the other at social hosts. The message of the advertisement for licensed outlets sought to inform viewers that it is illegal to serve alcohol to intoxicated patrons. The patrons primarily targeted were those aged between 18 and 34.

Approximately 70 percent of Western Australians in this age bracket drink weekly, and as reported earlier, people aged between 20 and 29 years account for 14 percent of deaths, 21 percent of hospital admissions and 11 percent of bed-days in hospitals caused by alcohol (Health department of Western Australia., 1998).

Evaluation of awareness of the advertisements was conducted with the following results (Health et al., 1998). When asked 'What, if any, TV advertising about alcohol do you remember seeing in the past three months?' 14 percent of 18-34 year olds recalled the ad without prompting. Response to the same question relating to radio resulted in a 5 percent spontaneous recall. Recall rates rose considerably when prompted: 81 percent recalled the TV ad, and 22 percent recalled the radio ad. More male bar patrons reported recognising the ad than female patrons. Correct message take-out from the advertisement was reported at 61 percent for the total sample and at 62 percent for bar patrons. Of respondents in the sample with correct message take-out 75 percent of bar patrons considered the ad had personal relevance compared to 54 percent of the entire sample (Health department of Western Australia., 1998).

When asked about the convincingness of the message, 89 percent of bar patrons thought the message convincing compared to 90 percent from the entire sample. Importantly, 18 percent of respondents reported learning something about the rights and responsibilities of bar staff, 44 percent reported being 'much more accepting' of bar staff if refused service when drunk, and 17 percent said the advertisement had made them aware that it is illegal to serve drunk customers (Health department of Western Australia., 1998). It could be reasonably claimed that community awareness of legalities was heightened by the campaign.

## **2.5 Community leadership**

It is the opinion of McKnight (1993) that communities should be led by advocacy groups, the liquor service industry and governments in their attempts to combat the harms associated with intoxication. This has been attempted in a number of regions around Australia and while taking differing tags they have become generically known as accords. Accords have proliferated across Australia in recent years. Though each accord is unique

they usually involve an agreement among licensees within a geographical area, the police, local authorities, and often a community action group. Some features common to most accords include: prohibition of advertising or selling alcohol at reduced prices, prohibition of 'happy hours', refusal of service to drunks, and responsible alcohol service training. Accords are not legally binding contracts but are freely entered into, and exited by each participant. An evaluation of such an accord in Fremantle, Western Australia was undertaken by comparing ten participating establishments with matched establishments in North Bridge (Hawks et al., 1998). No significant differences to the incidence of apparently drunk patrons could be discerned as a result of the accord.

No significant decline in the number of intoxicated patrons in licensed premises have been demonstrated after evaluation of similar studies in Geelong, Victoria (Rumbold et al., 1996), and Surfers Paradise (Homel, Hauritz, Wortley, Clark, & Carvolth, 1994), Cairns, Townsville and Mackay (Hauritz et al., 1998). These interventions were initiated in an attempt to reduce the incidence of physical violence in and around licensed premises in the areas and each had an initial positive impact. However the "Geelong Local Industry Accord" was the only one to demonstrate sustained reduction of violence. All three interventions comprised RAS training for bar staff with the belief being that if the number of intoxicated patrons was minimized this would translate into a reduction to the number of violent incidents. Each of the studies reported improvements in RAS resulting in reductions in the number of intoxicated customers continuing to be served but the improvements were not maintained. In assessing the effectiveness of the three initiatives Lang & Rumbold (1997) concluded that the "Geelong local Industry Accord" differed from the others in nine ways, including;

- Police enforcement                      *police acted quickly on breaches of the accord*
- Self- regulation                          *members were committed to the accord*
- External factors                         *all outlets in Geelong were accord members*
- Licensee turnover                        *licensee turnover was low in Geelong*
- Profitability                               *15% of licensees reported an increase in profit*

each of which may be influenced by the relative geographical isolation of Geelong.

Customers of licensed premises come from the community and should accept a level of involvement in the implementation of RAS because providing incentives for licensees, training for servers, and penalties to recalcitrants will not render the desired effects if bar staff are met with a barrage of abuse from intoxicated customers when they are refused service. While it is important to make those engaged in the liquor industry aware of their rights and responsibilities it is also important to address the need to educate the consuming public of their obligation to comply with those rights and responsibilities.(Alexander & Henley, 2000)



## **2.6 Enforcement**

*Enforcement* of laws shows that a community is serious about seeing its laws observed. For laws to be effectively enforced they must a) receive community support, b) be given a priority of enforcement equal to that of other laws, c) receive adequate funding for implementation, and d) be seen to be applied (McKnight, 1993, p. 81.). One experimental study conducted in New South Wales involved increasing police patrols in an intervention area and comparing the number of offences with a similar control area (Burns et al., 1995). The number of offences was found to increase for the duration of the intervention period. One possible reason offered was that, rather than the intervention area experiencing a crime wave, the increased police presence resulted in many previously unreported offences now being reported.

The threat of legal recourse on serving practices was investigated by Holder et al, (1993). Their research indicated that, in the U.S.A., higher levels of server liability in some states were linked to greater levels of publicity about such liability. The greater awareness of liability generated in serving staff from these states resulted in fewer low-price promotions and an increase of refusals of service to intoxicated patrons.

## **2.7 Management**

*Management* support in licensed establishments through both written and unwritten policies is seen as essential to the establishment and maintenance of responsible service practices ( McKnight, 1993, p. 81). Indeed Mosher, Delewski, Saltz and Hennesey (1989) have shown that bar staff are unlikely to implement responsible service practices unless they are expressly encouraged to do so by management. The same conclusions were drawn from an evaluation conducted in Fremantle, Western Australia (Stockwell, Rydon, Lang, & Beel, 1993).

## **2.8 The licensed drinking environment and training programs**

### **2.8.1 Licensed drinking environment**

When discussing the concept of prevention of harms where alcohol is sold and consumed, Saltz (1997b, p. 77) wrote:

A hallmark of strategies to minimise harm related to consumption of alcohol is that they are targeted at times and places proximal to where and when drinking and the risk of subsequent harm are

present. Because these are also times and places where the drinker's judgement is likely to be most impaired, it seems best that interventions to reduce harm do not depend on the drinker's initiative.

"Drinking contexts and environments play a considerable role in the relationship between intoxication and aggressive behaviour...."(Graham, Leonard, Room, Wild, & al., 1998) As suggested by Stockwell (1997), different drinking settings pose different risks and require different strategies to deal with them. The National Drug Household Survey (1995) reported that the preferred drinking place for Australians was in their own homes, followed by pubs, clubs, wine bars etc. However, for respondents between the ages of 20 and 34, years the preferred venue was licensed premises (*National drug household survey: Survey report*, 1995). Similar findings resulted from research conducted in Perth, Western Australia, which identified licensed establishments as the drinking settings most likely to be associated with alcohol-related harms (Lang, Stockwell, & Lo, 1989; Stockwell, Lang, & Rydon, 1993).

Given the attraction licensed establishments have for drinkers, the importance of being able to restrict consumption of alcohol in such settings to acceptable levels is likely to have a positive impact on the alcohol-associated harms experienced by a community.

The question arises 'what factors, if any, might be significant predictors of the volume of consumption by patrons of licensed premises'? Hennessy and Saltz (1991) reported that the larger the drinking group (often referred to as a 'school' in Australia) the greater the likelihood that patrons will drink excessively. They noted a correlation between the size of the group and the duration of the drinking session and hence the volume consumed. They also found that the higher the proportion of women in the group the less male group members drink (Hennessy & Saltz, 1991). The significance of this correlation should not be lost on bar management or staff. If staff are made aware that members of large groups are inclined to drink more they may pay particular attention to the individuals comprising such groups. Similarly if women can be attracted to an establishment, excessive consumption may be curtailed while at the same time maintaining total sales and therefore revenue.

High and low risk licensed premises were identified for an investigation conducted in Perth, Western Australia (Stockwell et al., 1992). The risk ratio was calculated as ratio of incidents of alcohol related harm to the volume of on site alcohol sales. Results showed that many intoxicated patrons exiting the high-risk establishments were significantly more intoxicated than those of low risk establishments. Of significance too was the observation

that more patrons of the high-risk outlets were moderately intoxicated than their low-risk counterparts.

A study conducted in Southern Tasmania asked people arrested for drink driving where they had last been drinking; 43 percent of respondents cited 82 hotels. Eight hotels accounted for 45 percent of these citations, with two accounting for 20 percent (Wood, McLean, Davidson, & Montgomery, 1995).

While research indicates the existence of high-risk outlets it also points to high-risk periods. Late night drinking seems to generate more alcohol related problems than other times. New South Wales police records showed that 41 percent of 'street offences' occurred between the hours of 10:00pm and 2:00am, and that 91 percent of those offences were alcohol related (Ireland & Thommeny, 1993).

Graham et al, (1998) suggested that it may be considerably easier to change drinking settings than to change personality, attitudes or drinking patterns of consumers in licensed premises.

It could be argued that future interventions should be targeted primarily at high-risk sites rather than incorporating all sites, resulting in more efficient and better use of scarce resources. This would depend on an assessment of the degree to which the public perceive licensed outlets and the service they provide as a problem.

A study of the public perceptions of responsibility and liability in the licensed drinking environment was conducted by Lang, Stockwell et al,(1993). Though there were significant differences between categories of respondents, little support was found for the notion that licensees and bar staff should be held liable for the harms perpetrated by customers they had served to intoxication. This view was maintained despite the acknowledgment by survey respondents that continuing to serve intoxicated people increases the risk of harms.

However a nationally representative population survey conducted in 1993 found strong support for the increased control of alcohol sales (McAllister, 1995). Strongest support was registered for the ideas of stricter enforcement of the law against serving underage customers, and stricter enforcement of the law against service to intoxicated customers. Presumably if respondents support the idea of stricter controls they also hold alcohol servers responsible for breaking those laws.

Whether the public supports the idea of server responsibility or not, the law certainly does. While the number of establishments disciplined by licensing authorities for serving

intoxicated patrons is small, the success of litigation cases in the law courts (though again few in number) should send a signal to bar staff, managers, and licensees. Decisions arising out of cases in Canada, United States of America (Simons, 1996), and Australia ("Licensees 'may be liable for drunks'," 1998; "Win for drunk man," 1997) may signify a trend that has significance for Australian Licensees and bar staff.

Responsible alcohol service by itself is unlikely to solve all of the problems associated with intoxicated people in and around licensed premises but it can be a mitigating factor. The implementation and maintenance of RAS is dependent on changing the knowledge and attitudes of service staff and management which in turn should lead to changing the attitudes and expectations of patrons. The literature indicates that training programmes have had the effect of increasing knowledge and altering attitudes of servers and management but the most appropriate content and delivery mode of the training programmes has not been rigorously tested to date. The first step in developing training programmes is to define the intention of those programmes and their role in the broader context of alcohol related harm-reduction.

Graham (2000, p.643) proposes "A general model for on-premise interventions

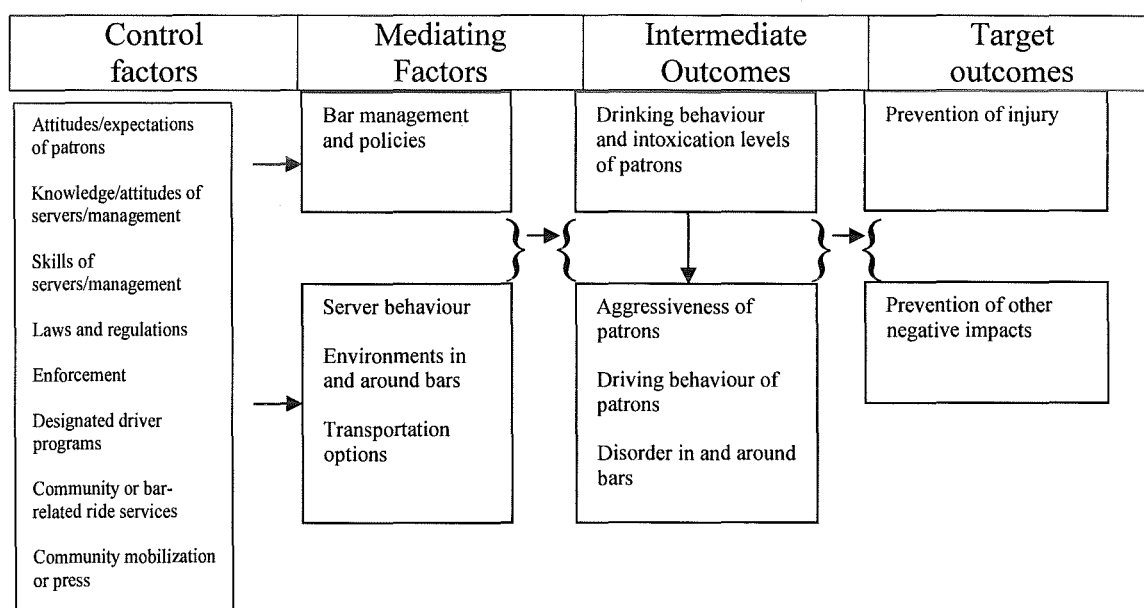


Figure 2.1. Graham's general model for on-premise interventions.

This model proposes that RAS training is one of the first steps in alcohol related harm-reduction. The intention of a training programme is that it will result in increased knowledge and an improved attitude of bar staff and management. A secondary intention is that this will influence management cooperation and the development of policies which in turn will lead to positive intermediate and ultimately targeted outcomes.

## 2.8.2 Training programs

Training programs for servers are needed in order to implement management policies (A. McKnight, 1993p. 81.). However, if the desired attitudes, knowledge, skills and practices needed for the implementation of RAS policies are to be imparted it should be recognised that responsible server training must be a part of normal job training and not an adjunct to it.

The concepts of server intervention, responsible alcohol service or host responsibility, refer to a range of strategies and serving practices which have six main goals (Saltz, 1985, p. 5). These six goals are identified as:

- to minimise the likelihood of individuals becoming intoxicated and so reduce the risk of intoxicated individuals causing harm to themselves or third parties;
- to reduce the incidence of drink driving;
- to reduce the risk of under-age drinking;
- to improve the morale of bar staff and the environment of licensed premises;
- to maintain profit levels; and
- to develop good community relations.

Each of these goals can be realised only if those charged with the provision of responsible alcohol service have developed knowledge, attitudes, skills, and practices which are germane to the concept.

Since the introduction of Patron Care to Queensland in 1981, a number of responsible service of alcohol training initiatives have been undertaken in various areas of Australia. These include specific courses offered by private providers, TAFE colleges and hospitality industry organisations. As well, many non-specific courses run by these same organisations encompass much, and sometimes all, of the subject matter of responsible server training programs. In 1990 the National Alcohol Beverage Industries Council published and made available to every licensed liquor outlet in Australia, a booklet entitled 'National guidelines for the responsible serving of alcohol' with the intention that operators would institute their own *in-house* responsible server training programs. However to date, none of these *in-house* training initiatives *per se* have been critically evaluated by researchers. A number of both public and private providers in Australia currently offer a range of accredited and non-accredited RAS training programs. But as yet few have been subjected to rigorous evaluation. Several of those that have been evaluated were established in part for research purposes in the first instance, rather than solely at the behest of community leadership. A summary of evaluations follows.

## 2.9 Evaluations of interventions

Recent research has concentrated on studying the efficacy of responsible server training for bar staff as a means of minimising the incidence of intoxicated customers and reducing

the incidence of serving under-age customers. This section focuses on ways that these objectives can best be met in the competitive environment of licensed premises.

A number of studies evaluating the efficacy of training for bar staff as a means of reducing the incidence of intoxication in licensed premises have been conducted across Australia (Hauritz et al., 1998; Krass & Flaherty, 1994; McLean, Wood, Montgomery, Davidson, & Jones, 1994; Rumbold et al., 1996; Rydon, Stockwell, Lang, & Beel, 1996; South, Delaporte, & Nolan, 1991; Stockwell, Rydon et al., 1993). To date none has demonstrated a significant, lasting reduction in the number of intoxicated customers being served as a result of RAS training. Each study reported that RAS training for staff had resulted in some increase in the recipients self reported knowledge of signs of intoxication, laws, legal liability, and strategies for dealing with intoxicated patrons. They also reported changes to attitudes regarding the benefits of preventing intoxication and their responsibilities toward that prevention. It could also be argued that the recipients' skill, that is their ability to recognise intoxication and refuse service had also improved because immediate post-training practices of dealing with intoxicated patrons had changed. Though it is reasonable to assume the trainees' knowledge did not diminish over the duration of the studies, it was apparent that the practice of refusing service to intoxicated customers did. However the initial post-training reduction in the incidence of service to intoxicated patrons in each instance had not been maintained when follow-up studies were conducted.

The findings of these Australian studies are consistent with those of similar research conducted in North America. Howard-Pitney, Johnson, Altman, Hopkins, and Hammond, (1991), Gliksman, McKenzie, Single, Douglas, Brunet, and Moffatt, (1993), McKnight, (1991) and others found the incidence of customers being served to, and beyond the point of intoxication, not significantly changed after the delivery of responsible server training. This was despite the fact that in each instance a significant increase in server knowledge of laws, appropriate strategies, identification and communication techniques was observed.

An experimental study by Saltz (1987) measured changes in attitudes, knowledge and levels of consumption at two navy clubs in San Diego. One club received training and the other did not. The findings reported a reduction in the consumption levels of heavy drinkers at the intervention site even though total consumption for the establishment remained unchanged, suggesting that less heavy drinkers were receiving more prompt service as a consequence of less attention being paid to the heavy drinkers. This would seem to be an ideal outcome because the incidence of intoxicated customers is reduced while at the same time total sales is unaffected. Attempts have been made to replicate this study in environments more typical of the commercial world but the results have not been replicated (Mosher, 1989).

A review of the effectiveness of eight interventions aimed at preventing intoxication in licensed premises:

1. Training programs
2. House policies and risk assessments
3. Codes of practice and other agreements
4. Enforcement interventions
5. Interventions regarding laws, policies and regulations
6. Designated driver and ride service programs
7. Community mobilization
8. Patron education

led the researchers to conclude that a policy of highly publicized enforcement has the greatest effect in reducing the number of intoxicated customers but that RAS training can help prevent intoxication (Graham et al., 1998).

Many studies of RAS have identified a lack of commitment on the part of management as a major impediment to their success. There has in fact been evidence of managers overriding decisions of staff to refuse service to intoxicated customers (Elliot & Shannahan, 1992). This would appear to be confirmed by a survey of practicing bar staff in suburban Perth pubs and taverns (Alexander, 1998). This study revealed that 53.0 percent (n=216) of subjects responded 'strongly agree', 'agree', or 'don't know', to the statement "Refusing service to drunk customers will result in the dissatisfaction of your employer." The same study revealed that 84.0 percent of bar staff were aware that it is illegal to serve alcohol to a drunken person. These findings suggested that, even though most bar staff *were* aware that they were breaking the law, they were not being actively encouraged to practice responsible service by management. It is possible management was implicitly or explicitly discouraging them.

Most studies to date have, of necessity, been limited to sites that have been co-opted to assist with researching the *efficacy* of interventions. But since the owners/management of these sites have volunteered to take part in the studies it is reasonable to assume they are already motivated to address the problem of intoxication and are keen to implement RAS programmes. Research should now shift to evaluating the *effectiveness* of RAS programs (R. Saltz, 1994). The challenge now before researchers is no longer to ascertain the efficacy of RAS programs, or what will work, but rather the effectiveness of what does work on a larger scale in the competitive commercial environment.

It appears evident from the literature that a commitment by management to a responsible service of alcohol program is prerequisite if such programs are to produce the desired results (Lang, 1990; R Saltz, 1987; E. Single, 1990). Among the recommendations of the

'Freo Respects You' evaluation was that "training in responsible service of alcohol should be made,

- a condition of holding a liquor licence,
- a condition of being employed as an approved manager."

(Stockwell et al., 1993, p. 101.)

## **2.10 Chapter Summary**

This chapter reviewed important literature pertaining to the extent of some problems attributable to excessive alcohol consumption. It then presented the intentions of the original notions of server interventions. The literature relating to the concept of responsible alcohol service within a framework of harm reduction was reviewed, as were important evaluations of contemporary server intervention studies.

The next chapter presents the methodology used for this study and highlights some difficulties encountered in conducting the research. It describes the criteria and process used to select sites for data collection. The training of research assistants as pseudo-drunk patrons is outlined and the method used to conduct interviews with management, staff and customers is explained.



## **Chapter 3 METHODOLOGY**

This chapter presents the methodology adopted for the study. It reports the procedure undertaken to select the pubs and taverns in which training had occurred and explains the selection criteria for matching sites. The role of pseudo-drunks as data collectors is justified and their training is explained. The chapter addresses concerns raised by the university ethics committee relating to having data collectors pretend to be intoxicated expressly to elicit reactions from serving staff. The practicalities of data collection for both qualitative and quantitative analysis are detailed. Reasons are given for selecting the analytical processes employed, as is the rationale for undertaking the qualitative and quantitative investigations.

### **3.1 Data Collection Procedure**

Responsible service of alcohol is predicated on the idea that servers intervene in patrons' drinking episodes if necessary to prevent intoxication or at least reduce the likelihood of intoxication. This study involves comparing two groups of licensed premises in the Perth metropolitan region by both quantitative and qualitative evaluation. The objective was to ascertain whether there was any evidence that licensee / manager training increases intervention by serving staff to reduce the incidence of intoxicated customers being served alcohol. One group was composed of sites from which either the licensees, the approved manager or both, had completed responsible service of alcohol training as mandated by Liquor Licensing, while the matched group consisted of sites where neither the licensees nor the approved managers had received the training. Two data collectors acting as intoxicated customers visited each site and attempted to be served alcohol on up to three separate occasions. In addition, the researcher visited each site on at least two occasions to conduct interviews with management, staff and customers in an attempt to frame and contextualise the practices reported by the pseudo-drunk data collectors.

Ideally a pre and post training evaluation of service intervention practices would have been conducted in each site. However details of intended participants in training courses were not available pre-training so this was not possible. Therefore the server intervention component of the study was of a simple comparative nature designed to determine whether

a difference in the frequency of server intervention could be discerned between intervention and control sites. Server intervention was assessed on an array of levels ranging from an apparent acknowledgment that the customer was influenced by alcohol, through to refusing service because the customer was intoxicated. Pseudo-drunks visited each site at times when business was reasonable but not rushed. This was intended to increase the chances of service being provided by different staff members within each of the establishments. Pseudo-drunk customers who were specially trained collected data for this component of the study. Details of the training and data collection are provided later in this chapter.

## **3.2 Methodological paradigms**

As mentioned previously, this research involved collection of data to be analysed by both quantitative and qualitative methods. The logical-positivism paradigm is used to test hypotheses of interest to the research. Use of this paradigm in the current study involved the collection and analysis of numerical data representations of service to intoxicated patrons in Perth's pubs and taverns to test the hypotheses. The naturalistic paradigm is used to understand inductively and holistically the human experiences that contribute to the current phenomenon, and to provide a context specific understanding of the phenomenon (Patton, 1990). Phenomenological interviewing concerns itself with uncovering knowledge related to specific phenomena (Sorrell & Redmond, 1995). In order to uncover this knowledge the researcher has only one legitimate source of data, informants who have lived the reality being investigated (Baker, Wuest, & Stern, 1992). For this research the knowledge of interest was possessed by three groups of people, bar staff, management and customers, each of whom have developed their own perspective of the phenomenon. The quantitative data collection and analysis was commenced first and continued during the initial phase of the interpretive study. By conducting the inquiry in this order it was possible firstly to determine whether the phenomenon existed, secondly, if so, the extent of the phenomenon, and thirdly to ascertain factors contributing to the phenomenon. By reviewing the quantitative and qualitative data while continuing to conduct interviews, the interviewer was kept informed of the subject matter of interest to the study and was able to direct the subsequent interviews towards these areas. Data collection and analysis can not be separated when conducting an interpretive inquiry. The constant development of interpretations gained from analysis of the data guide the researcher to the collection of further data (Moore, 1992). The quantitative and qualitative procedures of data collection and analysis will be discussed in detail later in this chapter.

## **3.3 Site selection and sample size**

Seventy-eight pubs and taverns located in metropolitan Perth were telephoned and asked whether the licensees or approved manager had attended a mandatory training course. The

telephone survey revealed 39 sites at which training had been undertaken by the licensee, the approved manager, or both. The sites at which personnel had undertaken the training were considered for possible inclusion in the study. Eight of the trained sites identified were discarded because appropriate matched sites where the training had not been undertaken could not be identified. Five other venues were discarded because they could not be matched with control sites of similar location, and three others with similar ethnic themes were also discarded. From the premises remaining, sites deliberately intended to be representative of the range of styles of establishments common throughout Perth, and geographically dispersed across the metropolitan region, were selected for inclusion in the study. The geographic locations ranged from Joondalup in the north to Fremantle in the south, and from the coast in the West, East to Midland. The process of matching intervention sites with control sites was somewhat subjective but it is believed quite accurate matches were eventually made based on the following criteria:

- predominant type of customer (blue collar, white collar, age);
- style and size of establishment (night spot, single/multi bar);
- type of entertainment;
- variability in the volume of trade across time periods; and
- geographic location.

Eventually twenty-four establishments were selected, twelve intervention (those from which management had attended training) and twelve matched controls. Twenty four sites is considered to be a large enough sample to provide validity while at the same time being a manageable number in which to conduct interviews with management, staff, and patrons. In ten of the twenty-four establishments visited a single staff member provided service of all drinks purchased; in nine establishments service was provided by two servers, and in the remaining five establishments, the three drinks purchased were each served by a different staff member. In total 43 staff members served the pseudo-drunk data collectors.

### **3.4 Quantitative data collection**

The research process included gathering evidence to resolve the question of whether there was any statistical difference in the likelihood of intoxicated customers being served in establishments where the mandatory training had been undertaken as opposed to the control sites. This phase of the data collection was conducted by 'pseudo drunk patrons'. Twenty-four volunteer data collectors were enlisted from the staff of Edith Cowan University. They included both academic and general staff members ranging in age from eighteen years to the mid-fifties, with male and female genders represented equally.

### 3.4.1 Training pseudo-drunks

All data collectors attended two, three-hour acting tuition sessions that were conducted by a final year drama student of the Western Australian Academy of Performing Arts. The acting tutor, Belinda Bromilow, had previously been involved in a similar study conducted by the National Centre for Research into the Prevention of Drug Abuse, and therefore brought to the sessions a clear understanding of what type and standard of performance was required of the pseudo-drunks. During the training sessions every performance by each of the pseudo-drunks was video taped and the tape was used by the tutor to provide feedback and direction to the participants. During the early stages of training, many of the pseudo-drunks tended to present the appearance of persons in an advanced state of intoxication when supposedly under a mild influence of alcohol. Hiccups, staggering, affected stumbling and excessively slurred speech were displayed to the extent that the performances gave the appearance of caricatures of drunks rather than believable representations of drunkenness. However under the direction of the tutor and with frequent reference to written behavioural references (see Appendix A), and the video recordings, all actors became competent at performing the required numerous degrees of intoxication by the completion of training. Each pseudo-drunk trained with the person they accompanied during the data collection phase in the field and were given direction by the acting tutor to 'take the lead' from and 'play-off' their partner. It was important that the pseudo-drunks each displayed their own symptoms of intoxication rather than mimicking each other or exhibiting precisely the same cues at the same time. The pseudo-drunks were also provided with direction as to how to act their age in an intoxicated state. Some consideration had been given to having the pseudo-drunks all exhibit the same set of symptoms of intoxication as a means of determining which, if any, elicited responsible service from the serving staff. This standardisation of credible intoxicated behaviour was undertaken with some success in a study in Stockholm (Andreasson, Lindewald, & Rehnman, 2000). During that study actors were video taped performing a range of the most common or recognisable intoxicated behaviours. The videos were then assessed by a panel of experts who determined which performance represented the worst application of RAS. However it was thought that to replicate this methodology would have resulted in an unrealistic scenario that may have alerted the serving staff to the fact that these were not genuinely intoxicated patrons. While some symptoms of intoxication remain constant for all age groups, other symptoms are recognised as being more commensurate with particular age groups. This was also true of differences in the behaviours of the two genders. For example, a young female intoxicated person is more inclined to insist vehemently that she must dance than would be the case with a male, especially an older man.

The pseudo-drunks were instructed in the principles of RAS to make them aware of what to look out for. This instruction included the use of recognised RAS tactics such as

recommending food or providing free bar snacks, suggesting low alcohol beverages, and surreptitiously delaying service to customers suspected of being on the verge of intoxication.

Arrangements had been made to have a member of the Western Australian Police Service from the Mirrabooka district station who is an alcohol advisory officer attend the final training session. The officer has been involved in RAS-related strategies such as establishing local accords and was responsible for enforcement of the liquor licensing laws. He was to assess the performances of the actors for authenticity but was unfortunately unable to attend due to operational commitments. Time restrictions prevented replacing the police officer with someone else to assess the authenticity of the participants' performances prior to their application in the field, but no comment was made to any of the pseudo-drunks during the data collection that suggested they appeared to be anything other than authentic drunks.

### **3.4.2 Practicalities of data collection by pseudo-drunks**

The trained data collectors, operating in pairs, were asked to attempt to enter both intervention and control sites and, while feigning a moderate degree of drunkenness, try to purchase a standard alcoholic drink. A standard drink is one containing 10 grams of alcohol, which equates to a middy of full strength beer, a full shot of spirit, or a 120mL glass of wine. If successful, they were then to display an increased level of apparent drunkenness while trying to purchase a second drink. If they were again successful, they repeated the exercise, this time feigning quite an advanced level of intoxication. In consideration for the safety of the researchers who had to drive home, they were instructed not to consume the third drink but to leave the premises and immediately complete their evaluations.

The data collectors were each reimbursed the cost of their drinks in full. The use of pseudo-drunks as data collectors has been a method employed for a number of studies (Gliksman et al., 1993; Hawks et al., 1998; J. McKnight, 1991; Rydon et al., 1996; Stockwell, Rydon et al., 1993) into the effectiveness of RAS training and has proven to be reliable. The pseudo-drunks assessed just one site per data collection session to avoid the possibility of the drinks consumed affecting their judgment. Each actor was asked to assess the level of drunkenness displayed by their partner at each purchasing encounter and this assessment was compared with the other individual's assessment of their performance. This was a means of checking the validity of the performances. In addition, because of reservations about the ability of the actors to maintain their performances for an extended period of time, the performances of seven of the pairs of actors were observed by a non-participant researcher to gauge the realism of the performances. On each occasion the performances were judged to be believable. The degree of intoxication being displayed by each actor at each purchase encounter was independently assessed by the non-participant

researcher and compared with the assessments of the actors. The initial reservations were shown to be unfounded and no significant differences in the degree of intoxication believed to be exhibited were apparent after comparison of the assessments of the researcher, the pseudo-drunks, and their partners.

The pseudo-drunks each completed a survey form (see Appendix B) independently, immediately after leaving the premises either having been refused service, or having been served a third drink. The survey instrument asked the pseudo drunks to indicate the symptoms of intoxication they thought they, and their partner, displayed while attempting to gain service on each occasion. It also asked them to rate the overall level of intoxication, ranging from restrained to extreme, displayed by themselves and their partner. The instrument also assessed server behaviour by rating the attention paid by the server, comments made by the server, whether alternatives to alcohol were offered by the server, and whether service had been refused. In addition data collectors were asked to indicate whether any signage relating to RAS was visible, if food was available, if any drink promotions or 'happy hours' were occurring, and the level of lighting. This last point was to check that the servers were able to clearly see the facial expressions and other symptoms of intoxication of the patrons. The pseudo-drunks were also asked to provide a number of subjective opinions on the survey instrument. The opinions sought related to whether there were any other apparently intoxicated patrons on the premises and whether the pseudo-drunk thought the server showed any indication of knowing that he/she was intoxicated, and if so what those indications were. While these opinions are subjective they are also opinions that intoxicated customers in licensed premises frequently form when assessing their chances of continuing to be served. It might also be argued that such subjective opinion might be a deciding factor in potential patrons' selection of pubs or taverns. The provision and type of entertainment was also questioned in an attempt to discover whether the use of raised voices by the pseudo-drunks could be excused on grounds other than intoxication, such as attempting to be heard over loud music. Finally, data collectors were asked if they were aware of the presence of any supervisor or manager. The presence of supervising staff while intoxicated persons are served alcohol may suggest the serving staff believe management condones the practice.

As each pair of data collectors visited just one site per day/evening, the consumption of the first two drinks, if successfully purchased was not thought to be sufficient to impair their assessment of the service they received or pose any risk to driving home.

All sites were visited during periods when the establishments were not too busy to allow the bar staff to observe the 'condition' of the actors but busy enough to prevent the service staff from concentrating all their attention on the actors. The pseudo-drunks remained at the bar for the duration of their visit to ensure that as many service staff as possible could observe their degree of intoxication. While the actors were instructed and trained to

portray a range of behavioural characteristics commonly displayed by intoxicated people, they were instructed not to engage in quarrelsome, violent, or unruly behaviour with either staff or other patrons.

Concerns raised by the university ethics committee relating to this method of data collection were answered to the committee's satisfaction by assurances that the pseudo-drunks would not be presenting bar staff with a situation uncommon to their everyday work environment. While the committee noted that it is unlawful to be on licensed premises while intoxicated, the fact that the pseudo-drunks would not be intoxicated and no other unlawful behaviour often associated with drunkenness, such as disorderly conduct, would be displayed, meant that no law would be broken. Confidentiality of all participants in the study was guaranteed and an undertaking not to divulge information that could be used to identify any of the properties was provided.

### **3.5. Qualitative data collection**

In addition to the quantitative data that was gathered by the pseudo-drunks, qualitative information was gathered through semi-structured interviews conducted by the researcher with bar staff, licensees/managers, and customers in each of the sites. A total of 128 interviews was conducted with either the licensee or manager and two serving staff of each site, plus a maximum of three and a minimum of one customer in each location. The purpose of the interviews was to obtain rich descriptive information to supplement and explain the quantitative data (Patton, 1990, p.13). The depth and detail of interviewees' responses provided a clearer, and more complete view of the phenomenon of serving drunk customers than could have been determined from the use of surveys alone.

#### **3.5.1 Interviewing technique**

The structure of the interviews was different for each group (bar staff, licensees/managers, and patrons) and was developed by conducting exploratory interviews with people representing each group in non-participant establishments prior to implementing the main study. These exploratory interviews helped identify topics that were relevant to the research and of importance to the respondents. Initially the exploratory or pilot interviews were highly structured with participants being asked to respond to a series of questions relating to RAS training in their place of work, service of alcohol to intoxicated customers, legal responsibility, and management expectations when dealing with drunks. It became apparent that the resulting responses did not provide the desired depth of detail about the respondents' feelings and personal beliefs regarding the phenomenon being studied. Successive interviews became less and less structured to the point where, as the interviewees described their own personal situation, the interviewer used the information



provided to probe into greater detail. This more flexible method of conducting the interviews was employed for the main study.

Semi-structured interviews lasting twenty minutes on average were conducted with available managers or licensees, service staff, and customers in each of the sites. The interviews began with discussions revolving around the state of the licensed premises industry in general but were gradually guided towards the issues of moral and legal liability for intoxicated customers, and the effect such customers have on staff, management, and the enjoyment of other customers.

Each interview was recorded on audio cassette tape with the knowledge and consent of the interviewee. Tapes of each interview were analysed following Colaizzis' (1978) phenomenological methodology. The phenomenological method of analysis is utilised because it allows the data to present answers to the question "What is the structure and essence of experience of this phenomenon for these people?" (Patton, 1990 p.69). The process adopted follows, and was repeated for each category of respondents (staff, management, and patrons):

- Each of the audio-tapes was listened to in its entirety a number of times. This provided an overview of the inherent data set in addition to a more complete feel for the context of each individual recording.
- Significant statements and / or phrases relating specifically to the evoked feelings and beliefs about service of alcohol to intoxicated persons in licensed premises were extracted verbatim from the raw data.
- Formulated meanings were ascribed to each of these statements and phrases.
- The resultant formulated meanings were grouped into clusters of themes. The themes were then referred back to the tapes to verify their occurrence in context.
- The results derived from the data analysis formed a descriptive presentation of each group's experience of the phenomenon.
- The descriptive analysis was conveyed to several members of the server and management groups in order to validate its content. It was considered impossible to locate the customers who had been interviewed again to validate the formulated meanings evolving from the interviews. New relevant data emerging from this procedure was incorporated into the results chapter of this thesis.



### 3.5.2 Selection of interviewees

Management of each establishment was contacted by telephone and asked for permission to conduct research into the licensed drinking environment on their premises. Most agreed immediately and the couple who initially objected eventually agreed when convinced that the researcher did not represent or work for 'a do gooder, anti-alcohol outfit'. Upon initial contact with a prospective interviewee, the interviewer identified himself as being from Edith Cowan University and in the process of conducting a study into some aspects of the licensed drinking environment. The person was asked whether they would be interested in participating in the study. Every potential respondent was assured that any information provided would be in the strictest confidence and would only be reported in general terms. The respondents were not asked to provide their full names though for the purpose of conducting the interviews in a cordial manner their first or preferred name was sought. An added assurance that no respondent or establishment could be identified from the reporting of the research, or by any other means, was given.

Many of the sites were visited a number of times in an attempt to conduct interviews with service staff employed full time and on a part time or casual basis. Arrangements were made to interview bar staff during their breaks and all were conducted away from the bar area and the influence of others. Four weeks was the minimum time that any of the staff interviewed had been employed in the current establishment. This period was considered long enough to have allowed in-house training regarding RAS policies to occur.

Management was interviewed either in their offices or some other area removed from the bar and other distractions. Management of each site was interviewed and were represented by eight approved managers and sixteen licensees. In the trained establishments where only one or the other had undertaken training, the trained person was interviewed. It was not considered necessary to conduct two interviews if both had been trained. Indeed in many cases the licensee was the manager and often the owner as well.

Customers were approached either individually or as a member of a group. In the latter instance the person to be interviewed was asked if they would mind leaving their associates to help with some research into the licensed drinking environment. Every effort was made to interview people who had not consumed more than two drinks and who did not appear preoccupied by other activities such as pool games. This group of respondents tended to be the most willing to express opinions and beliefs relevant to the topic of research. Perhaps this was because they did not view themselves as having a vested interest in the topics of inquiry. While an attempt was made to assemble a stratified selection of customer respondents, based on age, type of work, frequency of patronage at pubs or taverns, and gender, it was not possible to maintain gender balance. The majority of interviewees (80.36% or 45 of the 56 respondents) were male. This reflects the

infrequency of finding women drinking alone, and the reluctance of women in a group to leave their friends to aid in the research.

None of the persons interviewed were made aware that pseudo-drunk patrons were conducting research in establishments and none of the interviews coincided with visits by pseudo-drunks.

Collection and analysis of the data was conducted concurrently. After each site visit the interviews were reviewed and analysed in the manner described previously. Significant statements were identified and clustered according to common responses or formulated meanings. It became evident after conducting interviews with respondents from each group during a single site visit that they should not all be analysed immediately after the visit or in a short time span. It was necessary to allow a reasonable period to elapse between the analysis of interviews from each group. This was to aid in hearing the nuances of each particular respondent group and avoid the inclination to look for the same or similar formulated meanings in the responses of each group.

## **3.6 Chapter Summary**

The methodology used for the study was described in this chapter and the underlying tenets of the methodology were provided. Both the quantitative and qualitative data collection methods were discussed and the concomitant method of analysis for each set of data was described. This chapter reported site selection criteria and elaborated on the preparation and training of pseudo-drunk patrons as data collectors. Chapter 4 provides a detailed description of the techniques used to analyse quantitative data and the statistical results are reported. Chapter 5 communicates the analysis of the qualitative data emerging from the interviews conducted.

## Chapter 4: QUANTITATIVE DATA ANALYSIS

This chapter presents the results arising from the analysis of the quantitative data reported by the pseudo drunks. While responses to every question asked on the data collection instrument is not reported those of significance to the study are. The responses not reported in this chapter were incorporated in the instrument as a means of verifying responses to other questions.

All assumptions (ie: Chi-Square & T-tests) have an alpha level ( $\alpha$ ) of 0.05 (ie: 95% confidence level).

D1, D2, D3 refers to the drink being sought and/or served, so that D1 is drink number 1, D2 is drink number 2, and D3 is drink number 3.

### 4.1 Establishment situation & observer's gender:

A total of 48 observations of establishments were conducted by observers – 26 (54%) were in untrained establishments and 22 (46%) were in venues where the mandatory training in the responsible service of alcohol had been completed. The observer's were 50% male and 50% female (ie: 24 males & 24 females) and ranged in age from 19 years to the late 50's.

			Observer's gender		Total
			Male	Female	
Untrained or Trained Staff	Untrained	Count	12	14	26
		% of Total	25.0%	29.2%	54.2%
	Trained	Count	12	10	22
		% of Total	25.0%	20.8%	45.8%
Total	Count		24	24	48
	% of Total		50.0%	50.0%	100.0%

Table 4.2 Untrained - trained premises vs observers' gender

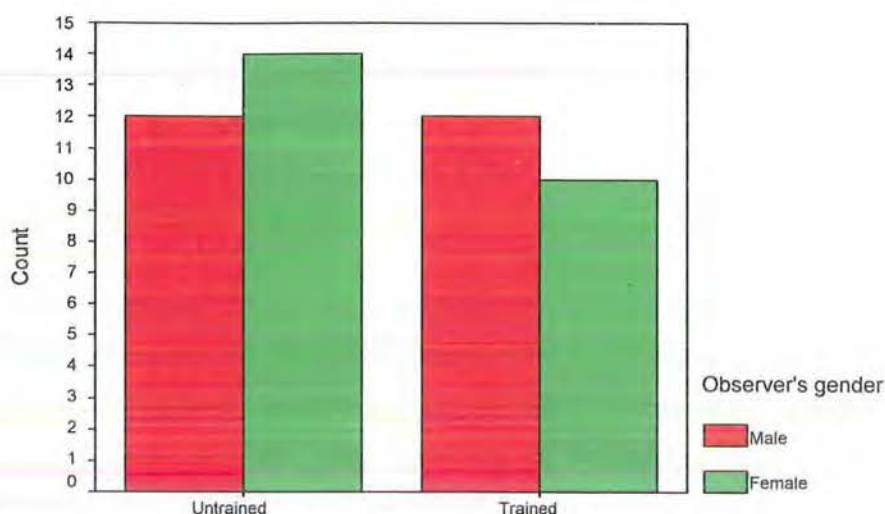


Figure 4.1 Untrained - trained premises vs observers' gender

## 4.2 Symptoms of intoxication:

Observers were required to enter each establishment and immediately approach the bar where they were to request service. At this initial contact with service staff they were required to exhibit symptoms of mild intoxication. The apparent level of intoxication was to increase with each successive service encounter. The observers were asked to record the symptoms of intoxication that both they and their partner were displaying during each service encounter. The recorded descriptions were compared to authenticate the symptoms displayed. The assessment of an independent observer was also used as an added comparison on a number of occasions. No significant differences in the symptoms reported were discerned.

### 4.2.1. Mood

The observable indicators of apparent mood mentioned below are considered to be those most commonly exhibited by intoxicated people and are referred to by instructors during RAS training sessions. Though the pseudo drunks exhibited other signs of intoxication such as fumbling for change, stumbling, slurred speech, leaning on walls and furniture to maintain balance, and swaying while standing, these were not included in the data collection instrument. To ask the data collectors to observe, recall, and record all indicators of intoxication would have unnecessarily distracted them from observing other behaviour more important to the study.

Table 4.2 confirms that a range of physical indicators of intoxication were displayed by the data collectors while in their roles as pseudo drunks. The oscillations from one apparent mood to another and sometimes back again is typically displayed by intoxicated people.

*Energetic/Lively* – At Drink 1 (D1), observer/partner=79%, and neither observer nor partner=21%. At D2, observer/partner=52%, and neither observer nor partner=48%. At D3, neither observer nor partner=77%, and observer/partner=23%. Therefore, while the majority of observers/partners (79%) started out as “energetic/lively”, but as the drinks increased, energy and liveliness decreased.

*Emotional/Argumentative* – At D1, neither observer nor partner=75%, and observer/partner=25%. At D2, observer/partner=56%, and neither observer nor partner=54%. At D3, neither observer nor partner=69%, and observer/partner=31%. Therefore, while a minority (25%) was not emotional/argumentative at D1, by D2 this mood increased (56%), and then decreased by D3 (31%).

*Slow/Confused* – At D1, neither observer nor partner=98%, and observer only=2%. At D2, neither observer nor partner=65%, and observer/partner=35%. At D3, observer/partner=71%, and neither observer nor partner=29%. Therefore, this mood increased at D2 (ie: from 2%-35%), and then decreased slightly by D3 (29%).

*Tired/Sleepy* – At D1, neither observer nor partner=96%, and observer/partner=4%. At D2, neither observer nor partner=100%. At D3, neither observer nor partner=71%, and observer/partner=29%. Therefore, at D1 – 4% were in this mood, by D2 no one was in this mood, and by D3 this mood increased to 29% (see Tables 12-14).

Table 4.2 Physical indicators of intoxication displayed by pseudo-drunks.

RAS training courses conducted for Licensees and approved managers emphasise the importance of alerting staff to look out for sudden mood swing of patrons as this may be an indication of intoxication. The pseudo drunks used for this study made conscious efforts to portray these mood swings as both suddenly and dramatic phenomenon.

## 4.3 Server behaviour:

### 4.3.1 Server’s attention level

If staff serving alcohol are to be relied on to monitor the level of intoxication of patrons of their establishments they must be able to assess the level of intoxication of those patrons when they first present at the establishment for service. Once the apparent level of a patron’s intoxication (or conversely sobriety) has been established; staff will have an idea of how many drinks the customer can be safely served and what degree of attention needs to be given to the customer.

The observers were asked, “What was the attention level of the server at initial purchase?” The majority of observers (89%) experienced either little attention or brief verbal



exchange – with or without eye contact – from the server. Only 11% experienced substantial attention/conversation from the server.

7

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Little attention / brief verbal exchange	17	35.4	35.4	35.4
	Eye contact only	12	25.0	25.0	60.4
	Eye contact & brief verbal exchange	14	29.2	29.2	89.6
	Substantial attention, conversation	5	10.4	10.4	100.0
	Total	48	100.0	100.0	

Table 4.3 Server attention level during initial purchase

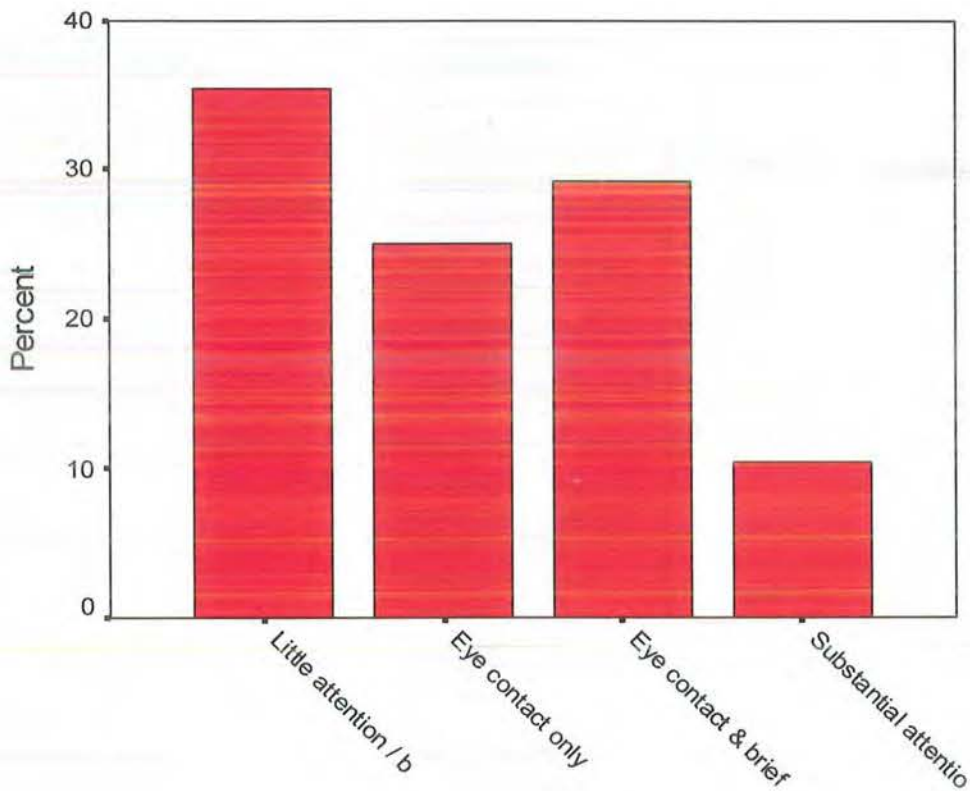


Figure 4.2 Servers attention level during initial purchase

4.3.2 Establishment situation v Attention level of server at purchase

The cross-tabulation results show that 26.9% of untrained establishment servers gave little attention/brief verbal exchange, whereas 45.5% were from trained establishments. Substantial attention/conversation was given by 15.4% of untrained establishment servers, compared to 4.5% of trained establishments.

			Untrained or Trained?		Total
			Untrained	Trained	
Server's attention level during initial purchase	Little attention / brief verbal exchange	Count	7	10	17
		% within Server's attention level during initial purchase	41.2%	58.8%	100.0%
		% within Untrained or Trained?	26.9%	45.5%	35.4%
		% of Total	14.6%	20.8%	35.4%
	Eye contact only	Count	7	5	12
		% within Server's attention level during initial purchase	58.3%	41.7%	100.0%
		% within Untrained or Trained?	26.9%	22.7%	25.0%
		% of Total	14.6%	10.4%	25.0%
	Eye contact & brief verbal exchange	Count	8	6	14
		% within Server's attention level during initial purchase	57.1%	42.9%	100.0%
		% within Untrained or Trained?	30.8%	27.3%	29.2%
		% of Total	16.7%	12.5%	29.2%
	Substantial attention, conversation	Count	4	1	5
		% within Server's attention level during initial purchase	80.0%	20.0%	100.0%
		% within Untrained or Trained?	15.4%	4.5%	10.4%
		% of Total	8.3%	2.1%	10.4%
Total	Count	26	22	48	
	% within Server's attention level during initial purchase	54.2%	45.8%	100.0%	
	% within Untrained or Trained?	100.0%	100.0%	100.0%	
	% of Total	54.2%	45.8%	100.0%	

Table 4.4 Servers attention level during initial purchase. Untrained vs trained (crosstabulation)

A T-test was conducted to see if there is an association and/or a significant mean difference, between the establishment's situation and the server's attention level, respectively.

Null hypothesis (H0) = There is **no** association between the establishment's situation (ie: untrained or trained) and the server's attention level.

Alternative hypothesis (H1) = There **is** an association between the establishment's situation (ie: untrained or trained) and the server's attention level.

The T-test resulted in the Null hypothesis not being rejected so there is no difference/association between the results of untrained establishments and trained establishments, in regards to the attention level of the server.

Group Statistics

Untrained or Trained	N	Mean	Std. Deviation	Std. Error Mean
Server's attention level during initial purchase Untrained	26	2.35	1.06	.21
Trained	22	1.91	.97	.21

T-test: Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Server's attention level during initial purchase	Equal variances assumed	.356	.554	1.482	46	.145	.44	.29	-.16	1.03
	Equal variances not assumed			1.492	45.652	.143	.44	.29	-.15	1.03

Levene's test for equality (0.554), is greater than the  $\alpha$ , therefore 'equal variances are assumed'. The (2-tailed) value of significance (0.145) is greater than the alpha level; therefore we fail to reject the  $H_0$ , meaning that there is **no** real significant difference between the means of the untrained and trained establishments and the observed attention level of the server. This T-test reinforces the results of the previous Chi-Square test.

### 4.3.3 Observers' gender v Attention level of server at initial purchase

A T-test was performed to see if there is any significant mean difference between gender and the server's attention level.

Null hypothesis ( $H_0$ ) = There is no difference between gender and the attention level of the server.

Alternative hypothesis ( $H_1$ ) = There is a difference between gender and the attention level of the server.

Group Statistics

Observer's gender	N	Mean	Std. Deviation	Std. Error Mean
Server's attention level during initial purchase Male	24	2.29	1.08	.22
Female	24	2.00	.98	.20



### T-test: Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Server's attention level during initial purchase	Equal variances assumed	1.786	.188	.979	46	.333	.29	.30	-.31	.89
	Equal variances not assumed			.979	45.5	.333	.29	.30	-.31	.89

Levene's test for equality (0.188), is greater than the  $\alpha$ , therefore 'equal variances are assumed'. The value of significance (0.333) is greater than the alpha level; therefore we fail to reject the  $H_0$ , meaning that there is **no** real significant difference between the means of males and females, and the observed attention level of the server.

## 4.4 Indirect recognition

The observers were asked, "Did the server show any indirect signs of recognising you as intoxicated?" At D1, 12% said yes, and 88% said no. At D2, 25% said yes, and 75% said no. At D3, 62% yes, and 38% said no. Indirect signs of recognition of intoxication pseudo drunks were advised to look for included comments made by servers to other patrons or staff, facial expressions suggesting awareness or making notes in an incident log or similar.

### 4.4.1 Trained / untrained vs Indirect recognition at D1

The cross-tabulation analysis for **D1** showed that 15.4% of untrained establishment servers showed indirect recognition, compared to 9.1% of trained establishment servers. Results for **D2** showed that 34.6% of untrained establishment servers showed indirect recognition, compared to 13.6% of trained establishment servers and at **D3** 69.2% of untrained establishment servers showed indirect recognition, compared to 54.5% of trained establishment servers. Chi-Square tests were performed to see if there is an association between the establishment's situation and the server's indirect recognition at D1, D2 and D3.

$H_0$  = There is no association between the establishment's situation and the server's indirect recognition.

$H_1$  = There is an association between the establishment's situation and the server's indirect recognition.

Each test failed to reject  $H_0$  – therefore there is no significant association between the establishment's situation and the server's indirect recognition of intoxication at the time of service.

## 4.5 Comments on intoxication

The observers were asked, "Did the server make any comment on your intoxication?" At D1, 100% said no. At D2, 6% said yes, and 94% said no. At D3, 40% said yes, and 60% said no. Comments included 'you've had enough', 'better slow down', and 'this one should do you guys'. These statistics are in accordance with comments reported in the next chapter suggesting that servers are aware of intoxicated customers but knowingly continue to serve them.

### 4.5.1 Establishment situation v Comments on intoxication at D2 and/or D3

There are no cross-tabulation results for **D1**, since there were no servers who made any comment. The cross-tabulation results for **D2** showed that 11.5% of untrained establishment servers made comments, compared to 0% of trained establishment servers. Results for **D3** showed that 38.5% of untrained establishment servers made comments, compared to 40.9% of trained establishment servers. Chi-Square tests were performed to see if there is an association between the establishment's situation and whether the server made any comment at D2 and D3.

$H_0$  = There is no association between the establishment's situation and whether the server made any comment.

$H_1$  = There is an association between the establishment's situation and whether the server made any comment.

Each test failed to reject  $H_0$  – therefore there is no significant association between the results of trained establishments and untrained establishments in regard to comments on intoxication at D2 and/or D3.

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	2.708 <sup>b</sup>	1	.100		
Continuity Correction <sup>a</sup>	1.097	1	.295		
Likelihood Ratio	3.847	1	.050		
Fisher's Exact Test				.239	.150
Linear-by-Linear Association	2.651	1	.103		
N of Valid Cases	48				

a. Computed only for a 2x2 table

b. 2 cells (50.0%) have expected count less than 5. The minimum expected count is 1.38.

### Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	.030 <sup>b</sup>	1	.863		
Continuity Correction <sup>a</sup>	.000	1	1.000		
Likelihood Ratio	.030	1	.863		
Fisher's Exact Test				1.000	.548
Linear-by-Linear Association	.029	1	.864		
N of Valid Cases	48				

a. Computed only for a 2x2 table

b. 0 cells (.0%) have expected count less than 5. The minimum expected count is 8.71.

At D2 more than 20% (ie: 50% ) of the cells have an expected count of less than 5 therefore inferences can only be made to the sample. However at D3 less than 20% (ie: 0%) of the cells have an expected count of less than 5.

## 4.6 Service delay

One recommended means of controlling the consumption of alcohol by patrons considered at risk of becoming intoxicated is to restrict supply. A method of achieving this without appearing to be judgmental of the patron is to slow or delay service of alcohol to the guest. The observers were asked, "Did the server seem to delay service?" At **D1**, 100% said no. At **D2**, 8% said yes, and 92% said no. At **D3**, 21% said yes, and 79% said no.

### 4.6.1 Establishment situation v Service delay at D2 and/or D3

There is no cross-tabulation result for **D1**, since there were no servers who delayed service. The cross-tabulation results for **D2** show that 7.7% of untrained establishment servers delayed service, compared to 9.1% of trained establishment servers. Chi-Square tests were performed to see if there is an association between the establishment's situation and whether the server delayed service at D2 and/or D3.

H0 = There is no association between the establishment's situation and whether the server delayed service.

H1 = There is an association between the establishment's situation and whether the server delayed service.

### Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	.031 <sup>a</sup>	1	.861		
Continuity Correction <sup>a</sup>	.000	1	1.000		
Likelihood Ratio	.030	1	.862		
Fisher's Exact Test				1.000	.629
Linear-by-Linear Association	.030	1	.863		
N of Valid Cases	48				

a. Computed only for a 2x2 table

b. 2 cells (50.0%) have expected count less than 5. The minimum expected count is 1.83.

### Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	6.533 <sup>b</sup>	1	.011		
Continuity Correction <sup>a</sup>	4.837	1	.028		
Likelihood Ratio	7.449	1	.006		
Fisher's Exact Test				.013	.011
Linear-by-Linear Association	6.397	1	.011		
N of Valid Cases	48				

a. Computed only for a 2x2 table

b. 1 cells (25.0%) have expected count less than 5. The minimum expected count is 4.58.

There is no significant difference/association between the results of untrained establishments and trained establishments, in regards to service delay at D2 and/or D3. At D2 and D3 more than 20% (ie: 50%) of the cells have an expected count of less than 5..

## 4.7 Prompted to drink

The converse to delaying service is encouraging patrons to drink more by speeding service. Service is exactly what is expected from a 'hospitality' provider, and up-selling is an accepted practise in retail outlets encouraging intoxicated or near intoxicated customers to purchase more alcohol flies in the face of RAS. While it would seem natural for servers to prompt guests entering a property to order a drink it should be remembered that the pseudo drunk observers were already displaying signs of mild intoxication.

The observers were asked, "Did the server prompt you to order another drink?" At D1, 31% said yes, and 69% said no. At D2, 38% said yes, and 62% said no. At D3, 12% said yes, and 88% said no.

	Drink 1: Did server prompt you to order another drink?		Drink 2: Did server prompt you to order another drink?		Drink 3: Did server prompt you to order another drink?	
	Count	%	Count	%	Count	%
Yes	15	31.3%	18	37.5%	6	12.5%
No	33	68.8%	30	62.5%	42	87.5%
Total	48	100.0%	48	100.0%	48	100.0%

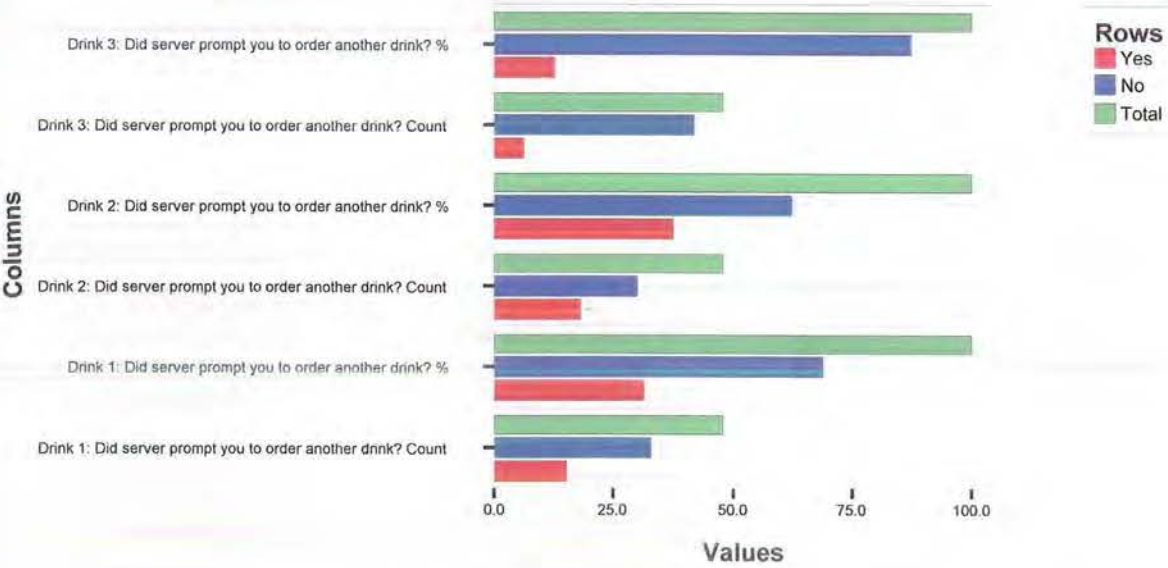


Figure 4.4 prompted to order another drink.

4.7.1 Establishment situation v Prompted to drink at D1, D2 and/or D3

The cross-tabulation results for **D1** show that 30.8% of untrained establishment servers prompted observers to order another drink, compared to 31.8% of trained establishment servers. Results for **D2** show that 30.8% of untrained establishment servers prompted observers to order another drink, compared to 45.5% of trained establishment servers. While results for **D3** show that 15.4% of untrained establishment servers prompted observers to order another drink, compared to 9.1% of trained establishment servers. Chi-Square tests were performed on each data set to see if there is an association between the establishment’s situation and whether the server prompted the observer to order another drink at D1, D2 and/or D3.

H0 = There is no association between the establishment’s situation and whether the server prompted the observer to order another drink.

H1 = There is an association between the establishment’s situation and whether the server prompted the observer to order another drink.

## D1 results

### Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	.006 <sup>b</sup>	1	.938		
Continuity Correction <sup>a</sup>	.000	1	1.000		
Likelihood Ratio	.006	1	.938		
Fisher's Exact Test				1.000	.591
Linear-by-Linear Association	.006	1	.938		
N of Valid Cases	48				

a. Computed only for a 2x2 table

b. 0 cells (.0%) have expected count less than 5. The minimum expected count is 6.88.

## D2 results

### Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	1.097 <sup>b</sup>	1	.295		
Continuity Correction <sup>a</sup>	.559	1	.454		
Likelihood Ratio	1.097	1	.295		
Fisher's Exact Test				.375	.227
Linear-by-Linear Association	1.074	1	.300		
N of Valid Cases	48				

a. Computed only for a 2x2 table

b. 0 cells (.0%) have expected count less than 5. The minimum expected count is 8.25.

## D3 results

### Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	.432 <sup>b</sup>	1	.511		
Continuity Correction <sup>a</sup>	.048	1	.827		
Likelihood Ratio	.441	1	.507		
Fisher's Exact Test				.674	.418
Linear-by-Linear Association	.423	1	.516		
N of Valid Cases	48				

a. Computed only for a 2x2 table

b. 2 cells (50.0%) have expected count less than 5. The minimum expected count is 2.75.

On each occasion Pearson's value is greater than the  $\alpha$ , therefore we fail to reject H0 – there is **no** real association between the establishment's situation and whether the server prompted the observer to order another drink at D1, D2 and/or D3. This means that there is no significant difference/association between the results of untrained establishments and trained establishments, in regards to being prompted to order another drink at D3. For D1

and D2 less than 20% (ie 0%) of the cells have an expected count of less than 5, therefore inferences can be made to the general population of establishments. For D3 more than 20% (ie: 50%) of the cells have an expected count of less than 5; therefore inferences can only be made to the sampled establishments.

**4.7.2 Observer’s gender v Establishment situation & Prompted to drink at D2**

A third variable, gender, is introduced in the cross-tabulation for **D2**, to see if it has an effect on the establishment’s situation, and whether the server prompting the observer to order another drink is influenced by the observers’ gender.

The cross-tabulation results for untrained establishments at D2 (Table 105) show that 25% of male and 35.7% of female observers were prompted to order another drink. While the cross-tabulation results for trained establishments (Table 105) show that 66.7% of male and 20% of female observers were prompted to order another drink by a server.

Untrained or Trained?				Observer's gender		Total	
				Male	Female		
Untrained	Drink 2: Did server prompt you to order another drink?	Yes	Count	3	5	8	
			% within Drink 2: Did server prompt you to order another drink?	37.5%	62.5%	100.0%	
			% within Observer's gender	25.0%	35.7%	30.8%	
			% of Total	11.5%	19.2%	30.8%	
		No	Count	9	9	18	
			% within Drink 2: Did server prompt you to order another drink?	50.0%	50.0%	100.0%	
			% within Observer's gender	75.0%	64.3%	69.2%	
			% of Total	34.6%	34.6%	69.2%	
	Total		Count	12	14	26	
			% within Drink 2: Did server prompt you to order another drink?	46.2%	53.8%	100.0%	
			% within Observer's gender	100.0%	100.0%	100.0%	
			% of Total	46.2%	53.8%	100.0%	
	Trained	Drink 2: Did server prompt you to order another drink?	Yes	Count	8	2	10
				% within Drink 2: Did server prompt you to order another drink?	80.0%	20.0%	100.0%
% within Observer's gender				66.7%	20.0%	45.5%	
% of Total				36.4%	9.1%	45.5%	
No			Count	4	8	12	
			% within Drink 2: Did server prompt you to order another drink?	33.3%	66.7%	100.0%	
			% within Observer's gender	33.3%	80.0%	54.5%	
			% of Total	18.2%	36.4%	54.5%	
Total		Count	12	10	22		
		% within Drink 2: Did server prompt you to order another drink?	54.5%	45.5%	100.0%		
		% within Observer's gender	100.0%	100.0%	100.0%		
		% of Total	54.5%	45.5%	100.0%		

Table 4.5 At drink 2 did the server prompt the ordering of another drink?

Observers gender – trained / untrained (crosstabulation)

A Chi-Square test was performed to see if there is an association between the establishment's situation, and whether gender has an effect on the server prompting the observer to order another drink at D2.



H0 = There is no association between gender and being prompted to order another drink at D2 – according to the establishment's situation.

H1 = There is an association between gender and being prompted to order another drink at D2 – according to the establishment's situation.

For untrained establishments there is no real association between the gender of the observer and whether he/she was prompted to order another drink by a server.

However, for trained establishments there is an association between the gender of the observer and whether he/she was prompted to order another drink by a server. In other words, males (66.7%) were more likely to be prompted to order another drink at D2 by a trained establishment, than females (20%). More than 20% (ie: 25%) of the cells have an expected count of less than 5; therefore inferences can only be made to the sampled establishments.

## 4.8 Forewarning of service refusal

The practice of forewarning guests that they may be refused service of more alcohol in the near future can be a double edged sword for service staff. On the one hand it may seem sensible to cushion the refusal of service by threatening to do so in the near future. On the other hand the fact that the server has demonstrated that he/she is aware of the patrons' degree of intoxication but still served another drink may be construed as displaying a disregard for the law. The timing of the forewarning is of importance from a RAS perspective. If the warning is given because the patron is believed to be at the point of, or already intoxicated, RAS is not being practised. However if a server were to tell a customer that he/she is aware of how much alcohol the guest has consumed, and that two more drinks will render him/her unable to legally drive therefore service will be stopped after one more drink, this would constitute RAS.

The observers were asked, "Did the server imply or state service might be refused at some point in the future?" At D1 and at D2, 100% said no. At D3, 6% said yes, and 94% said no.

	Drink 1: Did server imply/state service might be refused in future?		Drink 2: Did server imply/state service might be refused in future?		Drink 3: Did server imply/state service might be refused in future?	
	Count	%	Count	%	Count	%
Yes	0	.0%	0	.0%	3	6.3%
No	48	100.0%	48	100.0%	45	93.8%
Total	48	100.0%	48	100.0%	48	100.0%

Table 4.6 Did the server imply / state service might be refused in the future?

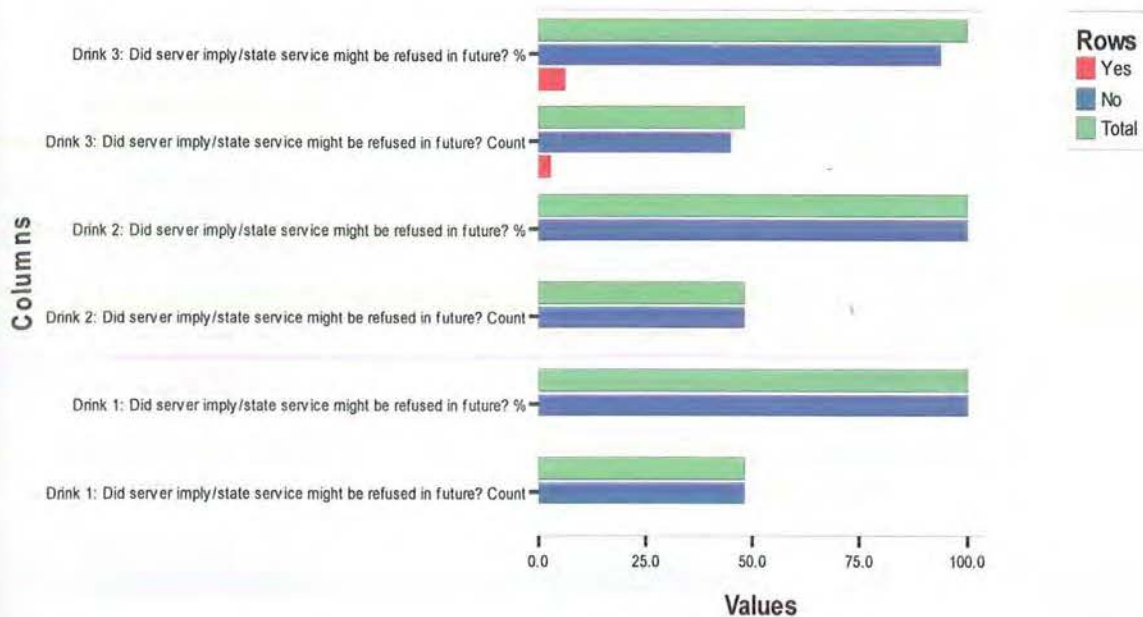


Figure 4.5 Did the server imply / state service might be refused in the future?

#### 4.8.1 Establishment situation v forewarning of service refusal at D3

There are no cross-tabulation results for D1 and D2, since there were no servers who implied or stated that service would be refused at some point in the future. The cross-tabulation results for **D3** show that 3.8% of untrained establishment servers implied/stated refusal of service, compared to 9.1% of trained establishment servers. A Chi-Square test was performed to see if there is an association between the establishment's situation and whether the server implied/stated refusal of service (at some point in the future) at D3.

$H_0$  = There is no association between the establishment's situation and whether the server implied/stated refusal of service (at some point in the future) at D3.

$H_1$  = There is an association between the establishment's situation and whether the server implied/stated refusal of service (at some point in the future) at D3.

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	.559 <sup>b</sup>	1	.454		
Continuity Correction <sup>a</sup>	.022	1	.881		
Likelihood Ratio	.563	1	.453		
Fisher's Exact Test				.587	.436
Linear-by-Linear Association	.548	1	.459		
N of Valid Cases	48				

- a. Computed only for a 2x2 table
- b. 2 cells (50.0%) have expected count less than 5. The minimum expected count is 1.38.

Pearson’s value (0.454) is greater than the  $\alpha$ , therefore we fail to reject  $H_0$  – there is **no** real association between the establishment’s situation and whether the server implied/stated refusal of service at some point in the future at **D3**. This means that there is no significant difference/association between the results of untrained establishments and trained establishments, in regards to implication of refusal at D3. More than 20% (ie: 50%) of the cells have an expected count of less than 5; therefore inferences can only be made to the sampled establishments.

4.9 Alternatives recommended by servers

An alternative to terminating service, which may offend and result in loss of future trade, is to steer the customer to alternatives such as non-alcoholic or low-alcohol beverages. Another tactic is to encourage the guest to eat some food, the intention being that this will slow the consumption of alcohol.

The observers were asked, “Did the server suggest an alternative non-alcoholic drink?” At D1 and at D2, 100% said no. At D3, 12% said yes, and 88% said no.

	Drink 1: Did server suggest a non-alcoholic drink?		Drink 2: Did server suggest a non-alcoholic drink?		Drink 3: Did server suggest a non-alcoholic drink?	
	Count	%	Count	%	Count	%
Yes	0	.0%	0	.0%	6	12.5%
No	48	100.0%	48	100.0%	42	87.5%
Total	48	100.0%	48	100.0%	48	100.0%

Table 4.7 Did the server suggest a non-alcoholic drink?

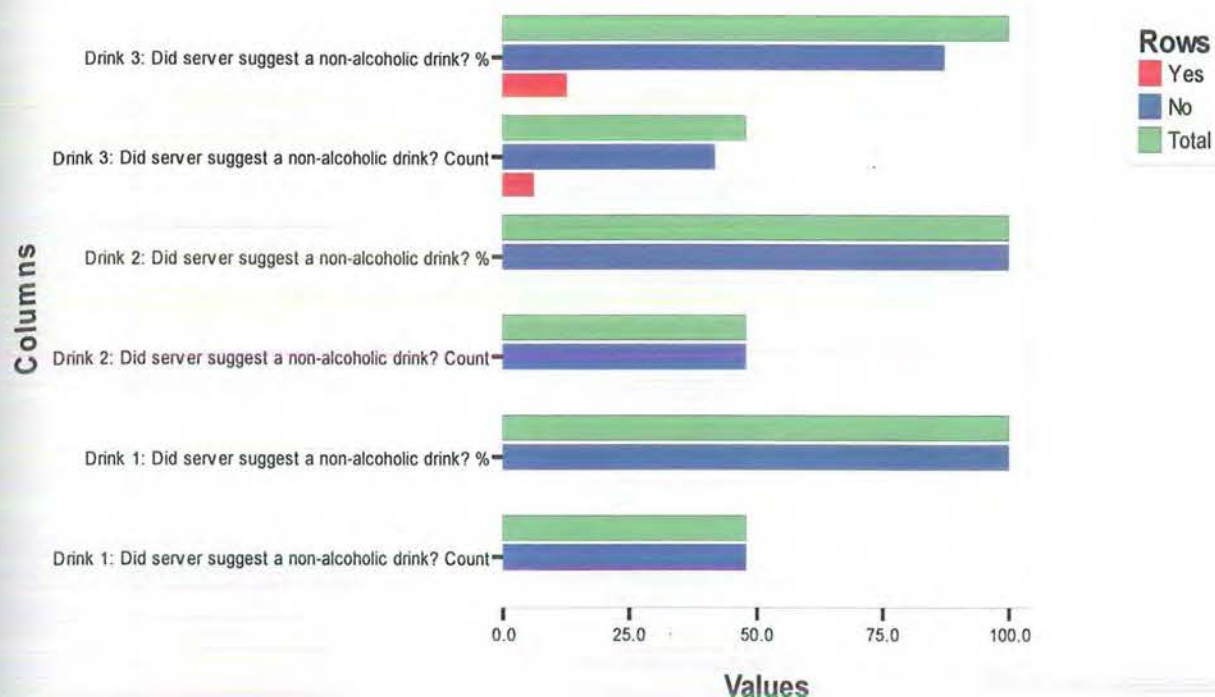


Figure 4.6 Did the server suggest a non-alcoholic drink?

### 4.9.1 Establishment situation v Non-alcoholic drink suggestion at D3

There are no cross-tabulation results for D1 and D2, since there were no servers who suggested an alternative non-alcoholic drink. The cross-tabulation results for **D3** shows that 15.4% of untrained establishment servers suggested an alternative non-alcoholic drink, compared to 9.1% of trained establishment servers.

			Untrained or Trained?		Total
			Untrained	Trained	
Drink 3: Did server suggest a non-alcoholic drink?	Yes	Count	4	2	6
		% within Drink 3: Did server suggest a non-alcoholic drink?	66.7%	33.3%	100.0%
		% within Untrained or Trained?	15.4%	9.1%	12.5%
		% of Total	8.3%	4.2%	12.5%
	No	Count	22	20	42
		% within Drink 3: Did server suggest a non-alcoholic drink?	52.4%	47.6%	100.0%
		% within Untrained or Trained?	84.6%	90.9%	87.5%
		% of Total	45.8%	41.7%	87.5%
Total	Count	26	22	48	
	% within Drink 3: Did server suggest a non-alcoholic drink?	54.2%	45.8%	100.0%	
	% within Untrained or Trained?	100.0%	100.0%	100.0%	
	% of Total	54.2%	45.8%	100.0%	

Table 4.8 Drink 3: did the server suggest a non-alcoholic drink? Trained / untrained (crosstabulation).

A Chi-Square test was performed to see if there is an association between the establishment's situation and whether the server suggested an alternative non-alcoholic drink at D3. The test indicates that there is no significant difference/association between the results of untrained establishments and trained establishments, in regards to the suggestion of a non-alcoholic drink at D3. More than 20% (ie: 50%) of the cells have an expected count of less than 5; therefore inferences can only be made to the sampled establishments.

## 4.9.2 Low-alcoholic drink suggestion

The observers were asked, "Did the server suggest a low-alcoholic drink?" At D1 and at D2, 100% said no. At D3, 2% said yes, and 98% said no.

	Drink 1: Did server suggest a low alcoholic drink?		Drink 2: Did server suggest a low alcoholic drink?		Drink 3: Did server suggest a low alcoholic drink?	
	Count	%	Count	%	Count	%
Yes	0	.0%	0	.0%	1	2.1%
No	48	100.0%	48	100.0%	47	97.9%
Total	48	100.0%	48	100.0%	48	100.0%

Table 4.9 Did the server suggest a low-alcohol drink?

There are no cross-tabulation results for D1 and D2, since there were no servers who suggested a low-alcoholic drink. The cross-tabulation results for **D3** show that 1 (3.8%) of untrained establishment servers suggested an alternative non-alcoholic drink, compared to 0 servers in trained establishment. Once again a Chi-Square test suggested there is no association between the establishment's situation and whether the server suggested a low-alcoholic drink at D3.

### 4.9.3 Food recommendation

The observers were asked, "Did the server recommend the consumption of food?" At D1 and at D2, 100% said no. At D3, 4% said yes, and 96% said no.

	Drink 1: Did server recommend the consumption of food?		Drink 2: Did server recommend the consumption of food?		Drink 3: Did server recommend the consumption of food?	
	Count	%	Count	%	Count	%
Yes	0	.0%	0	.0%	2	4.2%
No	48	100.0%	48	100.0%	46	95.8%
Total	48	100.0%	48	100.0%	48	100.0%

Table 4.10 Did the server recommend the consumption of food?

As with the previous two strategies reported there was no recommendation by any servers that the observers consider eating during the purchase of D1 or D2.

The cross-tabulation results for **D3** show that 7.7% of untrained establishment servers recommended the consumption of food, compared to 0% of trained establishment servers. Again a Chi-Square test indicated that there is no association between whether servers worked in a trained or untrained establishment, and that the inferences can only be made to the sampled establishments.

			Untrained or Trained?		Total
			Untrained	Trained	
Drink 3: Did server recommend the consumption of food?	Yes	Count	2		2
		% within Drink 3: Did server recommend the consumption of food?	100.0%		100.0%
		% within Untrained or Trained?	7.7%		4.2%
		% of Total	4.2%		4.2%
	No	Count	24	22	46
		% within Drink 3: Did server recommend the consumption of food?	52.2%	47.8%	100.0%
		% within Untrained or Trained?	92.3%	100.0%	95.8%
		% of Total	50.0%	45.8%	95.8%
Total	Count		26	22	48
	% within Drink 3: Did server recommend the consumption of food?		54.2%	45.8%	100.0%
	% within Untrained or Trained?		100.0%	100.0%	100.0%
	% of Total		54.2%	45.8%	100.0%

Table 4.11 Drink 3 Did the server recommend the consumption of food?

## 4.10 Refusal of service

Implementing strategies to slow or restrict consumption of alcohol by suggesting alternatives are recommended during RAS training. They are recognised means of dealing with customer approaching intoxication while retaining customers and continuing to generate profits. However the law obliges licensees, approved managers and servers to refuse service to already intoxicated patrons, or to those who it is expected will become intoxicated from the consumption of another drink. To test adherence to the law the pseudo drunks were instructed to appear substantially drunk by the time they attempted to order their third drink.

The observers were asked, "Did the server refuse you service?" At D1 and at D2, 100% said no. At D3, 6% said yes, and 94% said no.

### 4.10.1 Establishment situation v Refusal of service at D3

No observers were refused service at D1 or D2 in any establishment.

			Untrained or Trained?		Total
			Untrained	Trained	
Drink 3: Did server refuse service?	Yes	Count	1	2	3
		% within Drink 3: Did server refuse service?	33.3%	66.7%	100.0%
		% within Untrained or Trained?	3.8%	9.1%	6.3%
		% of Total	2.1%	4.2%	6.3%
	No	Count	25	20	45
		% within Drink 3: Did server refuse service?	55.6%	44.4%	100.0%
		% within Untrained or Trained?	96.2%	90.9%	93.8%
		% of Total	52.1%	41.7%	93.8%
Total		Count	26	22	48
		% within Drink 3: Did server refuse service?	54.2%	45.8%	100.0%
		% within Untrained or Trained?	100.0%	100.0%	100.0%
		% of Total	54.2%	45.8%	100.0%

Table 4.12 Drink 3: Did the server refuse service? Trained / untrained (crosstabulation)

At D3 service was refused to just 3 of the 48 pseudo drunks who requested service. The cross-tabulation results for **D3** show that 1 (3.8%) of untrained establishment servers refused service, compared to 2 (9.1%) of trained establishment servers. Once again a Chi-Square test failed to indicate an association between whether an establishment was in the trained or untrained category and refusal of service.

#### 4.10.2 Observers' apparent level of intoxication

Though it could be argued that servers are sometimes placed in an invidious position being expected to make judgement calls on the intoxication or otherwise of patrons, the distinction between relative sobriety and advanced intoxication should not be difficult to determine.

The observers who were refused serviced (6%) – were asked to have their partners rate their intoxication level at the time. One, or 33% of those refused service was rated as obviously intoxicated and the other two (67%) as extremely intoxicated.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Obvious intoxication	1	2.1	33.3	33.3
	Extreme intoxication	2	4.2	66.7	100.0
	Total	3	6.3	100.0	
Missing	System	45	93.8		
Total		48	100.0		

Table 4.13 Apparent level of intoxication at refusal of service



## 4.11 Opportunities for observation by servers

A common comment by those engaged in the service of alcohol in licensed premises is that any single server may be responsible for serving one or few drinks to an individual patron and therefore has difficulty determining how much that patron has had to drink. In an attempt to determine whether this is the case, and constitutes a mitigating circumstance, the pseudo drunks were required to record the frequency of service by each member of staff who attended them.

The observers were asked, “Did one server serve you more than one drink?” Most of the observers (77%) said yes, and 23% said no.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	37	77.1	77.1	77.1
	No	11	22.9	22.9	100.0
	Total	48	100.0	100.0	

Table 4.14 did a server serve more than one drink?

### 4.11.1 Establishment situation v One server

The cross-tabulation results show that 18 (69.2%) of untrained establishments had one server who served more than one drink, compared to 19 or 86.4% of trained establishments.

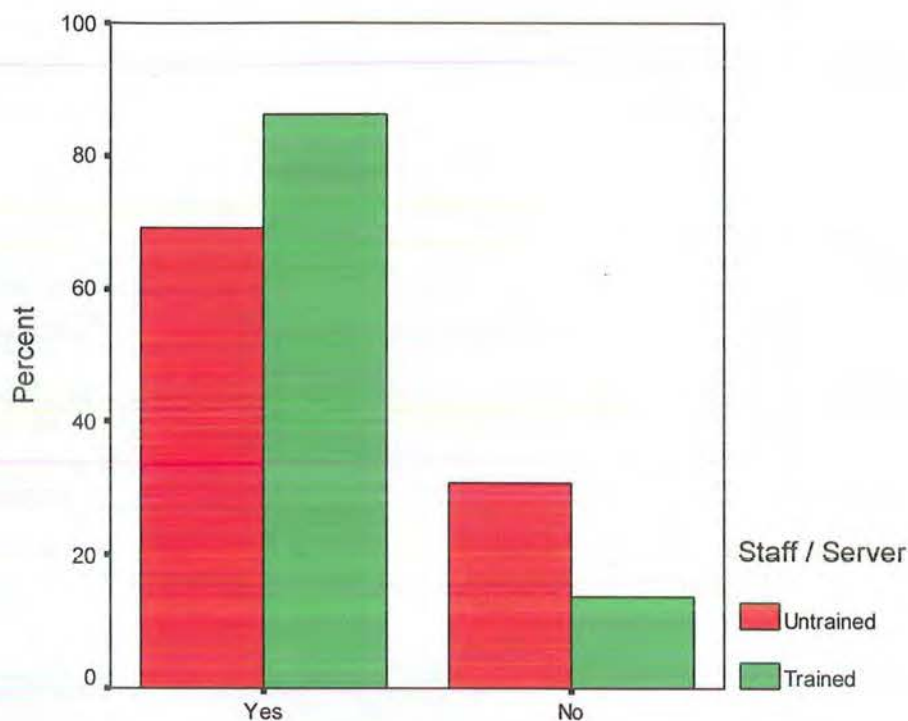


Figure 4.7 Did a server serve more that one drink? Trained / untrained

TAB

ion)

			Untrained or Trained?		
			Untrained	Trained	Total
Did a server serve more than one drink?	Yes	Count	18	19	37
		% within Did a server serve more than one drink?	48.6%	51.4%	100.0%
		% within Untrained or Trained?	69.2%	86.4%	77.1%
		% of Total	37.5%	39.6%	77.1%
	No	Count	8	3	11
		% within Did a server serve more than one drink?	72.7%	27.3%	100.0%
		% within Untrained or Trained?	30.8%	13.6%	22.9%
		% of Total	16.7%	6.3%	22.9%
Total	Count	26	22	48	
	% within Did a server serve more than one drink?	54.2%	45.8%	100.0%	
	% within Untrained or Trained?	100.0%	100.0%	100.0%	
	% of Total	54.2%	45.8%	100.0%	

Table 4.15 Did a server serve more than one drink? Trained / untrained (crosstabulation)

Once more a Chi-Square test revealed no significant difference/association between the results of untrained establishments and trained establishments, in regards to being served

more than one drink by one server. Less than 20% (ie: 0%) of the cells have an expected count of less than 5; therefore inferences can be made to the general population of establishments.

**Chi-Square Tests**

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	1.980 <sup>b</sup>	1	.159		
Continuity Correction <sup>a</sup>	1.129	1	.288		
Likelihood Ratio	2.052	1	.152		
Fisher's Exact Test				.189	.144
Linear-by-Linear Association	1.939	1	.164		
N of Valid Cases	48				

a. Computed only for a 2x2 table

b. 0 cells (.0%) have expected count less than 5. The minimum expected count is 5.04.

### 4.11.2 Number of drinks served

Of those instances when more than one drink was served by one server 46% of the times the server provided 2 drinks and 54% of the time 3 drinks. This represents 37 occurrences out of a possible 48 or 77%.

1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2 drinks	17	35.4	45.9	45.9
	3 drinks	20	41.7	54.1	100.0
	Total	37	77.1	100.0	
Missing	System	11	22.9		
Total		48	100.0		

Table 4.16 Number of drinks served by individual servers

### 4.11.3 Establishment situation v Amount of drinks served

The cross-tabulation results show that 33.3% of untrained establishments had one server serve 2 drinks, compared to 57.9% of trained establishments. It also shows that 66.7% of untrained establishments had one server serve 3 drinks, compared to 42.1% of trained establishments.

			Untrained or Trained?		Total
			Untrained	Trained	
How many drinks were served?	2 drinks	Count	6	11	17
		% within How many drinks were served?	35.3%	64.7%	100.0%
		% within Untrained or Trained?	33.3%	57.9%	45.9%
		% of Total	16.2%	29.7%	45.9%
	3 drinks	Count	12	8	20
		% within How many drinks were served?	60.0%	40.0%	100.0%
		% within Untrained or Trained?	66.7%	42.1%	54.1%
		% of Total	32.4%	21.6%	54.1%
	Total	Count	18	19	37
		% within How many drinks were served?	48.6%	51.4%	100.0%
		% within Untrained or Trained?	100.0%	100.0%	100.0%
		% of Total	48.6%	51.4%	100.0%

Table 4.17 Number of drinks served by individual servers – Untrained / trained (crosstabulation)

Analysis of a Chi-Square test reveals that there is no significant difference/association between the results for trained and untrained venues and that the inferences can be made to the general population of establishments.

## 4.12 Environmental observations:

Working on the premise that some aspects of the physical environment of licensed establishments indicate the degree of commitment to RAS by management observers were asked to keep an eye out for indicators. Specifically they were asked to report on signage, the provision of bar snacks, and drink promotions, particularly discounted alcohol.

### 4.12.1 Signage

The observers were asked, “Did you see any signs relating to the responsible service of alcohol?” Approximately one-third of the observers (35%) said yes, and 65% said no.

#### 4.12.1a Establishment situation v Signage display

The cross-tabulation results show that just 7 or 26.9% of untrained establishments had signage relating to the responsible service of alcohol, compared to 10 (45.5%) of trained establishments.

			Untrained or Trained?		Total
			Untrained	Trained	
Observation of signs relating to responsible service of alcohol	Yes	Count	7	10	17
		% within Observation of signs relating to responsible service of alcohol	41.2%	58.8%	100.0%
		% within Untrained or Trained?	26.9%	45.5%	35.4%
		% of Total	14.6%	20.8%	35.4%
	No	Count	19	12	31
		% within Observation of signs relating to responsible service of alcohol	61.3%	38.7%	100.0%
		% within Untrained or Trained?	73.1%	54.5%	64.6%
		% of Total	39.6%	25.0%	64.6%
Total		Count	26	22	48
		% within Observation of signs relating to responsible service of alcohol	54.2%	45.8%	100.0%
		% within Untrained or Trained?	100.0%	100.0%	100.0%
		% of Total	54.2%	45.8%	100.0%

Table 4.18 Observation of signs relating to responsible service of alcohol – Trained / untrained (crosstabulation)

Pseudo Drunks were asked whether they considered the signage to be located in a prominent position. In the 35.4% of establishments where signage was observed the pseudo drunks reported seeing the signs in the following locations :

- “Over/above bar” (35%)
- “Behind bar” (35%)
- “Over/above doorway” (24%)
- “Opposite bar” (6%)

#### 4.12.2 Substantial food

The availability of food is recommended in many RAS training programmes as a means of either distracting patrons from drinking or something to recommend to drinkers at risk of becoming intoxicated. While an earlier section of this report looked at the incidence of staff recommending food this question focused on the availability and ease of access to food.

The observers were asked, “Was substantial food prompted or readily available?” More than half of the observers (62%) said yes, and 38% said no.



provision of free food is most often associated with marketing efforts aimed at attracting more customers or encouraging customers to stay longer, it could be asserted that a by-product is the slowing of consumption or absorption of alcohol.

The observers were asked, "Were snacks provided free on the bar and/or tables?" Only 9 observers (19%) said yes, and 39 or 81% said no.

#### 4.12.4 Establishment situation v Snack food

The cross-tabulation results show that 26.9% of untrained establishments provided free bar snacks, compared to 9.1% of trained establishments.

			Untrained or Trained?		Total
			Untrained	Trained	
Snacks provided free on bars/tables?	Yes	Count	7	2	9
		% within Snacks provided free on bars/tables?	77.8%	22.2%	100.0%
		% within Untrained or Trained?	26.9%	9.1%	18.8%
		% of Total	14.6%	4.2%	18.8%
	No	Count	19	20	39
		% within Snacks provided free on bars/tables?	48.7%	51.3%	100.0%
		% within Untrained or Trained?	73.1%	90.9%	81.3%
		% of Total	39.6%	41.7%	81.3%
Total	Count	26	22	48	
	% within Snacks provided free on bars/tables?	54.2%	45.8%	100.0%	
	% within Untrained or Trained?	100.0%	100.0%	100.0%	
	% of Total	54.2%	45.8%	100.0%	

Table 4.21 Provision of free bar snacks: Untrained / trained (crosstabulation)

#### 4.13 Drink promotions

The promotion of discounted or low priced alcohol can have several intentions. When supported by a beverage producer or distributor the intention is to either raise awareness of a new product or encourage patrons drink the product instead of an alternative. Another intention can be to encourage potential patrons into the premises and to encourage existing patrons to drink more by either drinking faster while the discount period lasts or staying longer and hence consuming more than would otherwise be the case. Most local accords have either outlawed or placed restrictions on discounting (often referred to as happy hours) alcohol for short periods.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	14	29.2	29.2	29.2
	No	34	70.8	70.8	100.0
	Total	48	100.0	100.0	

Table 4.22 Evidence of promotional / discount priced drinks

The observers were asked, "Were any promotions of discount priced drinks or sessions times evident?" More than one-quarter of observers, 14 (29%) said yes, and 34, (71%) said no.

The observers were asked to look for signage and any other evidence of promotion rather than simply state whether discounting was being practised during their visit because not all observations were conducted during the usual discounting periods of the week.

The cross-tabulation results show that 30.8% of untrained establishments promoted discount priced drinks, compared to 27.3% of trained establishments.

			Untrained or Trained?		
			Untrained	Trained	Total
Evidence of promotional/discount priced drinks?	Yes	Count	8	6	14
		% within Evidence of promotional/discount priced drinks?	57.1%	42.9%	100.0%
		% within Untrained or Trained?	30.8%	27.3%	29.2%
		% of Total	16.7%	12.5%	29.2%
	No	Count	18	16	34
		% within Evidence of promotional/discount priced drinks?	52.9%	47.1%	100.0%
		% within Untrained or Trained?	69.2%	72.7%	70.8%
		% of Total	37.5%	33.3%	70.8%
Total	Count	26	22	48	
	% within Evidence of promotional/discount priced drinks?	54.2%	45.8%	100.0%	
	% within Untrained or Trained?	100.0%	100.0%	100.0%	
	% of Total	54.2%	45.8%	100.0%	

Table 4.23 Evidence of promotional / discount priced drinks – trained / untrained (crosstabulation)

Statistical analysis found that there is no significant difference/association between the results of untrained establishments and trained establishments, in regards to drink



promotions. Less than 20% (ie: 0%) of the cells have an expected count of less than 5; therefore inferences can be made to the general population of establishments.

Where the promotion of discounted drinks was evident, observers were asked to report the type of promotion on offer:

- “Happy hour” (43%),
- “Beer brand theme night” (29%)
- “Drink-specials board” (14%)
- “Shooters special” (14%)

## 4.14 Intoxicated patrons

The presence of other obviously intoxicated patrons can be construed by patrons as an indication that this is accepted by staff and management of a licensed premise. An attitude is created that ‘if others are drunk then it’s Ok for me to get drunk too and I won’t stand out in the crowd.

The observers were asked, “Were there any other intoxicated patrons being served?” Almost three-quarters of observers (71%) said yes, and 29% said no.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	34	70.8	70.8	70.8
No	14	29.2	29.2	100.0
Total	48	100.0	100.0	

Table 4.24 Were other intoxicated patrons being served?

In addition to asking pseudo drunks to subjectively identify whether intoxicated people were on the premises they were asked to quantify the approximate number of drunks. The observers were told not to include any persons they were in doubt about in the estimations.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1-4 people	13	27.1	38.2	38.2
5-9 people	11	22.9	32.4	70.6
10-15 people	3	6.3	8.8	79.4
16-20 people	1	2.1	2.9	82.4
21+ people	2	4.2	5.9	88.2
Unspecified amount	4	8.3	11.8	100.0
Total	34	70.8	100.0	
Missing System	14	29.2		
Total	48	100.0		

Table 4.25 Number of apparently intoxicated patrons being served

### 4.14.1 Establishment situation v Other intoxicated patrons

The cross-tabulation results show that 18 (69.2%) of untrained establishments were serving other intoxicated patrons, compared to 16 (72.7%) of trained establishments.

			Untrained or Trained?		Total
			Untrained	Trained	
Were other intoxicated patrons being served?	Yes	Count	18	16	34
		% within Were other intoxicated patrons being served?	52.9%	47.1%	100.0%
		% within Untrained or Trained?	69.2%	72.7%	70.8%
		% of Total	37.5%	33.3%	70.8%
	No	Count	8	6	14
		% within Were other intoxicated patrons being served?	57.1%	42.9%	100.0%
		% within Untrained or Trained?	30.8%	27.3%	29.2%
		% of Total	16.7%	12.5%	29.2%
	Total	Count	26	22	48
		% within Were other intoxicated patrons being served?	54.2%	45.8%	100.0%
		% within Untrained or Trained?	100.0%	100.0%	100.0%
		% of Total	54.2%	45.8%	100.0%

Table 4.26 Were other intoxicated patrons being served – trained / untrained (crosstabulation)

Less than 20% (ie: 0%) of the cells have an expected count of less than 5; therefore inferences can be made to the general population of establishments.

### 4.15 Wait for service

The observers were asked, “Did you have to wait any time for service?” Less than half of the observers, 20 (42%) said yes, and 28 (58%) said no.

This is distinct from another question on the data collection instrument which asked whether service had been deliberately delayed as a means of slowing consumption. An argument sometimes offered by bar staff excusing themselves for serving intoxicated guests is that when staff are busy they don’t have time to assess all customers intoxication levels.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	20	41.7	41.7	41.7
	No	28	58.3	58.3	100.0
	Total	48	100.0	100.0	

Table 4.27 Did you have to wait for service?

The pseudo drunks were asked to time how long they waited for service to provide a clearer indication of how busy bar staff were during their visit. The time taken for bar staff to serve a customer varies considerably depending on what drinks are ordered (ie beer vs mixed drink), how many drinks are ordered, and the expertise of the server.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1-3 minutes	9	18.8	45.0	45.0
	4-6 minutes	9	18.8	45.0	90.0
	7+ minutes	2	4.2	10.0	100.0
	Total	20	41.7	100.0	
Missing	System	28	58.3		
Total		48	100.0		

Table 4.28 How long did you wait for service?

#### 4.15.1 Establishment situation v Service wait

A cross-tabulation of results shows that observers in 38.5% of untrained establishments had to wait for service, compared to 45.5% in trained establishments.

			Untrained or Trained?		Total
			Untrained	Trained	
Made to wait for service?	Yes	Count	10	10	20
		% within Made to wait for service?	50.0%	50.0%	100.0%
		% within Untrained or Trained?	38.5%	45.5%	41.7%
		% of Total	20.8%	20.8%	41.7%
	No	Count	16	12	28
		% within Made to wait for service?	57.1%	42.9%	100.0%
		% within Untrained or Trained?	61.5%	54.5%	58.3%
		% of Total	33.3%	25.0%	58.3%
Total		Count	26	22	48
		% within Made to wait for service?	54.2%	45.8%	100.0%
		% within Untrained or Trained?	100.0%	100.0%	100.0%
		% of Total	54.2%	45.8%	100.0%

Table 4.29 Wait for service – Trained / untrained (crosstabulation)

A Chi-Square test using Pearson’s value analysis suggests that inferences can be made to the general population of establishments.

4.16 Licensed environment

Other reasons sometimes offered by service staff for not restricting supply of alcohol to intoxicated patrons include the influence of external factors such as dim lighting and loud music preventing accurate assessments being made. The pseudo drunk data collectors were asked to monitor the establishment for these influences. Specifically they were asked “Was the area where you were served well-lit?”

and

“Was any entertainment provided at the time of your visit?”

40 (83%) observers said the premises was well light and only 8 (17%) considered the lighting level to be dim. Of these 8 observers 5 stated that though lighting in the main floor area was dim the lighting at the bar where service took place was adequate.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	40	83.3	83.3	83.3
	No	8	16.7	16.7	100.0
	Total	48	100.0	100.0	

Table 4.30 Was the area well lit?

In response to the question about entertainment 33 of the respondents (69%) said yes, and 15 (31%) said no. As entertainment per se should not impact on a servers ability to make an accurate assessment the type of entertainment was also reported. Of the 33 positive responses to the question “Was any entertainment provided at the time of your visit?” only 11 (Disco 2 and Band/DJ 9) are generally loud enough to impair assessment.

Analysis of the data revealed no significant differences/association between either lighting or entertainment and whether the site was in the trained or untrained category of premises.

4.17 Reasons for service refusal

While the objective of RAS is to minimize alcohol associated harm by moderating supply to individuals it is sometimes necessary to refuse supply for the objective to be realized. The hospitality industry is built on an ethos of meeting the demands of guests in a polite and professional manner. When the demands of customers cannot or should not be acceded to staff should be equipped with skills to deal with the guest in an appropriate manner. The pseudo drunks were instructed to record the reasons given if they were refused service

Two-thirds 2 (67%) said they were told “You’re drunk” – or similar, and 1 (33%) was given “other” reasons.

The “other” reasons given were:

- “For your own good/safety”
- “You were sleeping”

## 4.18 Acknowledgement of intoxication

It was anticipated that not all pseudo drunks would be refused service even though they appeared intoxicated so they were instructed to look for signs of awareness by staff of their condition. Specifically they were asked, “Were there any indications that the server/s knew of your intoxication?” Two-thirds or 32 (67%) of pseudo drunks believed they were recognised as intoxicated and 16 or 33% said no indication was given by staff of their condition.

### 4.18.1 Establishment situation v Intoxication acknowledgment

The cross-tabulation results which generated the graph below show that staff within 80.8% of untrained establishments acknowledged intoxication compared to 50% in trained establishments.

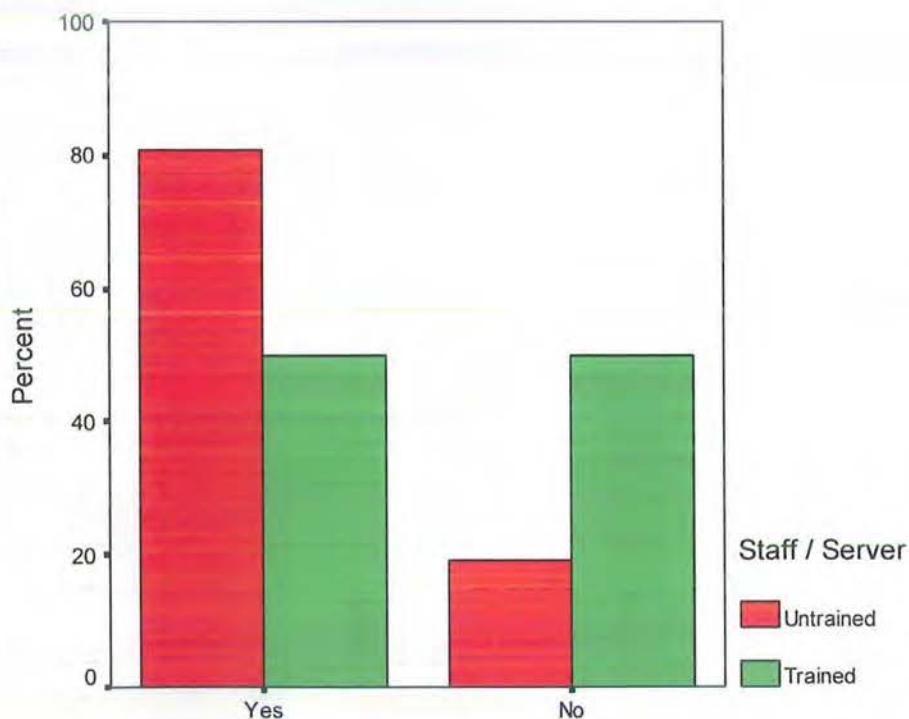


Figure 4.8 Acknowledgement of intoxication by servers

A Chi-Square test was performed to see if there is an association between the establishment’s situation and whether they acknowledged intoxication.



H0 = There is no association between the establishment's situation and whether they acknowledged intoxication.

H1 = There is an association between the establishment's situation and whether they acknowledged intoxication.

#### Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	5.077 <sup>b</sup>	1	.024		
Continuity Correction <sup>a</sup>	3.787	1	.052		
Likelihood Ratio	5.150	1	.023		
Fisher's Exact Test				.034	.025
Linear-by-Linear Association	4.971	1	.026		
N of Valid Cases	48				

a. Computed only for a 2x2 table

b. 0 cells (.0%) have expected count less than 5. The minimum expected count is 7.33.

Pearson's value (0.024) is less than the  $\alpha$ , therefore we reject H0 (and accept H1) – there is an association between the establishment's situation and whether they acknowledged intoxication. This means that there is a significant difference/association between the results from untrained and trained establishments. In other words, the untrained establishments (80.8%) were more likely to acknowledge intoxication, than the trained establishments (50%). Less than 20% (ie: 0%) of the cells have an expected count of less than 5; therefore inferences can be made to the general population of establishments.

### 4.18.2 Observers' gender v Intoxication acknowledgment

A further cross-tabulation examining links between the pseudo drunks' gender and intoxication acknowledgment show that 53.3% of males were acknowledged as intoxicated compared to 75% of females.

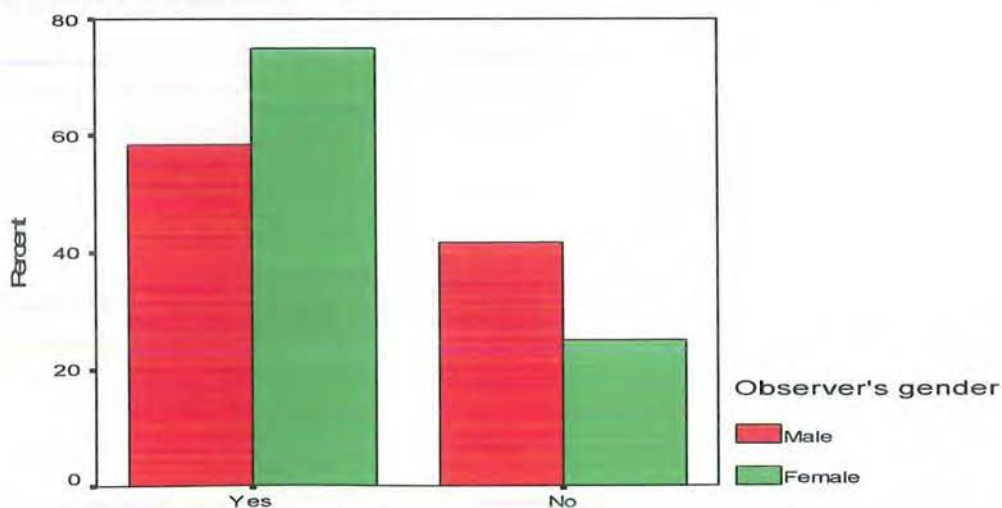


Figure 4.9 Acknowledgement of intoxication by servers crosstabulated with observers gender

There is no significant difference/association between the gender of observer results in regards to intoxication acknowledgment and inferences can be made to the general population of establishments.

### 4.18.3 Establishment situation v Observers' gender & Intoxication acknowledgment

A third variable (ie: establishment's situation) is introduced to the cross-tabulation, to see if it has an effect on gender and intoxication acknowledgment.

(Statistics : % within Untrained or Trained Staff?)

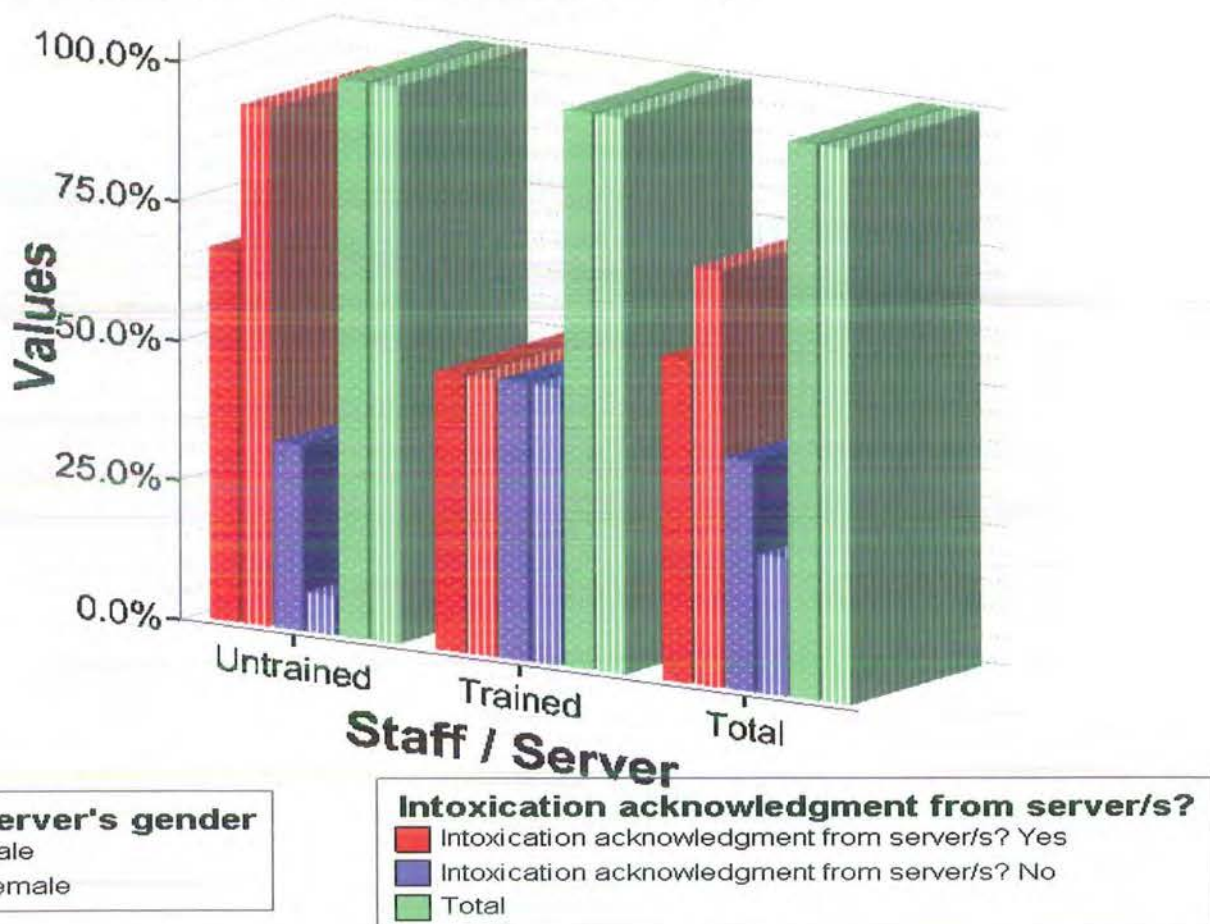


Figure 4.10 Acknowledgement of intoxication by servers relative to observers gender – Trained / untrained

Observer's gender				Untrained or Trained?		Total
				Untrained	Trained	
Male	Intoxication acknowledgment from server/s?	Yes	Count	8	6	14
			% within Intoxication acknowledgment from server/s?	57.1%	42.9%	100.0%
			% within Untrained or Trained?	66.7%	50.0%	58.3%
			% of Total	33.3%	25.0%	58.3%
		No	Count	4	6	10
			% within Intoxication acknowledgment from server/s?	40.0%	60.0%	100.0%
			% within Untrained or Trained?	33.3%	50.0%	41.7%
			% of Total	16.7%	25.0%	41.7%
	Total		Count	12	12	24
			% within Intoxication acknowledgment from server/s?	50.0%	50.0%	100.0%
			% within Untrained or Trained?	100.0%	100.0%	100.0%
			% of Total	50.0%	50.0%	100.0%
Female	Intoxication acknowledgment from server/s?	Yes	Count	13	5	18
			% within Intoxication acknowledgment from server/s?	72.2%	27.8%	100.0%
			% within Untrained or Trained?	92.9%	50.0%	75.0%
			% of Total	54.2%	20.8%	75.0%
		No	Count	1	5	6
			% within Intoxication acknowledgment from server/s?	16.7%	83.3%	100.0%
			% within Untrained or Trained?	7.1%	50.0%	25.0%
			% of Total	4.2%	20.8%	25.0%
	Total		Count	14	10	24
			% within Intoxication acknowledgment from server/s?	58.3%	41.7%	100.0%
			% within Untrained or Trained?	100.0%	100.0%	100.0%
			% of Total	58.3%	41.7%	100.0%

Table 4.31 Acknowledgement of intoxication by servers relative to observers gender – Trained / untrained (3 way crosstabulation)

The cross-tabulation results for male observers show that 66.7% of untrained establishments acknowledged their intoxication, compared to 50% of trained establishments. The cross-tabulation results for female observers show that 92.9% of untrained establishments acknowledged their intoxication, compared to 50% of trained establishments.



A Chi-Square test was performed to see if there is an association between gender and intoxication acknowledgment – according to the establishment’s situation.

H0 = There is no association between the establishment’s situation and intoxication acknowledgment – according to gender.

H1 = There is an association between the establishment’s situation and intoxication acknowledgment – according to gender.

**Chi-Square Tests**

Observer's gender		Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Male	Pearson Chi-Square	.686 <sup>a</sup>	1	.408		
	Continuity Correction	.171	1	.679		
	Likelihood Ratio	.689	1	.406		
	Fisher's Exact Test				.680	.340
	Linear-by-Linear Association	.657	1	.418		
	N of Valid Cases	24				
Female	Pearson Chi-Square	5.714 <sup>c</sup>	1	.017		
	Continuity Correction	3.657	1	.056		
	Likelihood Ratio	5.924	1	.015		
	Fisher's Exact Test				.050	.028
	Linear-by-Linear Association	5.476	1	.019		
	N of Valid Cases	24				

a. Computed only for a 2x2 table

b. 0 cells (.0%) have expected count less than 5. The minimum expected count is 5.00.

c. 2 cells (50.0%) have expected count less than 5. The minimum expected count is 2.50.

Pearson’s value for male observers (0.408) is greater than the  $\alpha$ , therefore we fail to reject H0 – there is **no** real association between males and the establishment’s intoxication acknowledgment (according to its situation). This means that there is no significant difference/association between the results of untrained and trained establishments in acknowledging males as intoxicated. Less than 20% (ie: 0%) of the cells have an expected count of less than 5; therefore inferences can be made to the general population of establishments.

However, the Pearson’s value for female observers (0.017) is less than the  $\alpha$ , therefore we reject H0 (ie: accept H1) – there **is** an association between females and the establishment’s intoxication acknowledgment (according to its situation). This means that there is a significant difference/association between the results of untrained and trained establishments in acknowledging females as intoxicated. In other words, untrained establishments (92.9%) were more likely to acknowledge the female observers as intoxicated, than trained establishments (50%). However as more than 20% (ie: 50%) of the cells have an expected count of less than 5; inferences can only be made to the sampled establishments.

#### 4.18.4 Indications of acknowledgment of intoxication

Observers were required to record all indications of service staff's acknowledgement of their apparent level of intoxication. The responses were combined to produce the percentages below as some observers noticed that some servers gave more than one indication.

- "Commented directly/indirectly" (31%)
- "Negative verbal/non-verbal reaction/s" (16%)
- "Being watched/stared at" (16%)
- "Delayed drinks/service" (10%)
- "Discussion between servers" (8%)
- "Would not make eye-contact" (5%)
- "Told, 'No more drinks for you' after being served" (5%)
- "Server notified supervisor" (3%)
- "Provided free soft-drink" (3%)
- "Inquired into method of transport home" (3%)

#### 4.19 Manager / supervisor presence

In an attempt to determine whether the presence of management influenced the incidence of staff serving alcohol to intoxicated patrons, observers were asked, "Were you aware of the presence of a manager/supervisor during your visit?" Less than half of the observers, 19 (40%) said yes, and 29 (60%) said no.

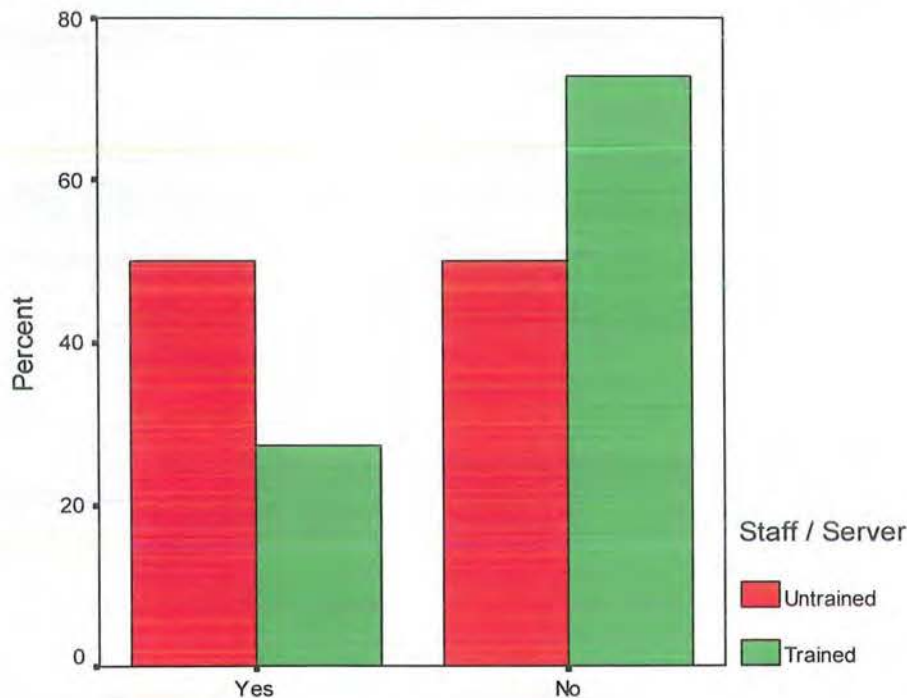


Figure 4.11 Presence of bar manager / supervisor

### 4.19.1 Establishment situation v Manager/supervisor presence

A cross-tabulation of results shows that 50% of untrained establishments had a manager/supervisor presence, compared to 27.3% of trained establishments.

			Untrained or Trained?		Total
			Untrained	Trained	
Presence of bar manager/supervisor?	Yes	Count	13	6	19
		% within Presence of bar manager/supervisor?	68.4%	31.6%	100.0%
		% within Untrained or Trained?	50.0%	27.3%	39.6%
		% of Total	27.1%	12.5%	39.6%
	No	Count	13	16	29
		% within Presence of bar manager/supervisor?	44.8%	55.2%	100.0%
		% within Untrained or Trained?	50.0%	72.7%	60.4%
		% of Total	27.1%	33.3%	60.4%
Total	Count	26	22	48	
	% within Presence of bar manager/supervisor?	54.2%	45.8%	100.0%	
	% within Untrained or Trained?	100.0%	100.0%	100.0%	
	% of Total	54.2%	45.8%	100.0%	

Table 4.32 Presence of bar manager / supervisor – Trained / untrained (crosstabulation)

However no significant difference/association between the results of untrained establishments and trained establishments, in regards to the presence of a manager/supervisor was revealed.

## 4.20 Other relevant comments

The observers were asked, “Is there anything else not covered in this survey that you think is relevant to this study?” Forty-two percent of the observers had extra relevant comments to make. These comments were:

- “Staff were aware, but did not care” – in regards to intoxication.
- “Treated rudely by server/s” – thought to be because of apparent intoxication.
- “Quiet/slow evening”.
- “Busy evening”.
- “Stood-out from other patrons”.

## 4.21 Chapter Summary

This chapter reports the findings of the quantitative analysis of data collected by observers acting as pseudo-drunks. It provides reasoning for the inclusion of questions on the data collection forms and explains the statistical tests used for analysing the data. The majority of quantitative analysis results showed that the establishment's situation (ie: whether it is a trained or untrained establishment) had no effect on the "responsible service of alcohol", however there are a few exceptions.

The exceptions are:

- Establishment situation v Service Delay at D3

Untrained establishments were more likely to delay service at D3, than trained establishments.

- Observers' gender v Establishment situation & Prompted to drink at D2

Males were more likely than females to be prompted to drink at D2 by trained establishments,.

- Establishment situation v Indication of intoxication acknowledgment

Untrained establishments were more likely to indicate intoxication acknowledgment, than trained establishments.

- Establishment situation v Female observers & Indication of intoxication acknowledgment

Untrained establishments were more likely to recognise intoxicated females, than trained establishments.

- Establishment situation v Relevant comments

Untrained establishments were more likely to offer more drinks/service to an intoxicated person, than trained establishments; and trained establishments are more likely to be aware of intoxicated patrons – but not care, than untrained establishments.

The findings from the quantitative data of primary importance to this study are that;

- Service of alcohol to an apparently intoxicated customer was refused on just three occasions.
- Each of the three occasions occurred when the pseudo-drunk was displaying an advanced state of intoxication.
- There was no association between trained or untrained establishments and the refusal of service.
- 

The following chapter reports the qualitative component of the study and lends some humanistic explanation to the phenomena emerging from the quantitative analysis. Chapter 6 summarises the findings of both the quantitative and qualitative analysis and reports the conclusions of the study.

## **Chapter 5: QUALITATIVE DATA ANALYSIS**

The preceding chapter quantified the frequency at which apparently intoxicated customers were served alcohol at both trained and control sites. But it does not provide any indication or explanation as to why this was the case. To develop a greater understanding of factors that contribute to this phenomenon it is important to acquire an appreciation for the reasoning, motives, and influences that are brought to bear on staff charged with serving alcohol in a responsible manner. Such an appreciation can only be developed by examining the opinions and beliefs of those involved in the service and consumption of alcohol on licensed premises, and the interactive environment in which they occur.

Amongst the more important aspects of valid qualitative data collection and analysis are the countermanding needs to get close to the phenomenon while at the same time remaining professionally detached from it. This can require the researcher to immerse deeply enough in the lifestyle of the subjects (the people) of the research to gain the acceptance and trust of those subjects, and at the same time remain conscious of maintaining a scholarly distance from the phenomenon. For the purposes of this study it was not deemed necessary for the researcher to become immersed in the work and culture of each of the individual establishments. However it became apparent during the course of the interviews with bar staff and management that the extent and depth of the researcher's experience in the industry gave the respondents a sense that they were conversing with someone who recognised and understood the situation from their perspective.

This acceptance as someone who could identify with and appreciate the difficulties faced by those in the liquor industry who are charged with serving alcohol in a responsible manner aided the establishment of the necessary rapport. However while rapport is essential to successful interviewing, at the same time it is imperative that neutrality is maintained (Patton, 1990p. 316-317). Rapport with the subjects and neutrality was maintained by adopting a non-judgemental approach to the discussions and in response to the statements and replies given during interviews, while at the same time conversing in

the appropriate jargon and asking questions that would display an insight into the subject. Each of the interviews was preceded by a general chat that lasted about 5 - 10 minutes, to put the respondents at ease and encourage them to be more open and frank about their feelings during the recorded sessions. The interviews were recorded on a small audio-cassette recorder, which was placed slightly to the side during the interviews. This was to prevent the recorder from becoming a focus of attention during the sessions.

The transcript of each interview was analysed following the Colaizzi (1978) phenomenological methodology. The process adopted was as follows:

1. Each of the transcripts were read in their entirety a number of times. This provided an overview of the complete data set in addition to a more complete feel for the context of each individual transcript.
2. Significant statements and / or phrases relating specifically to feelings and opinions relevant to the research were identified and extracted verbatim from the raw data.
3. Formulated meanings were ascribed to each of these statements and phrases.
4. The resultant formulated meanings were grouped into clusters of themes. The themes were then referred back to the transcripts to verify their occurrence.
5. The results derived from the data analysis became an integral part of an exhaustive descriptive presentation of the felt experiences of the interviewees.
6. The resulting descriptive analysis is reported here.

## **5.1 The Qualitative Sample**

As mentioned previously, 24 establishments were included in this study and management, service staff, and customers were interviewed in each. In total 128 interviews were conducted over a 9-week period. This number included 24 management personnel, 48 bar staff, and 56 customers. One management personnel from each establishment was interviewed and the group consisted of 16 licensees and 8 approved managers. In the intervention sites only the person who had received the mandatory training, whether it was the approved manager or the licensee, was interviewed. The bar staff consisted of 12 full-time and 36 casuals. Customers included 11 females and 45 males. A deliberate effort was made to interview customers representing a cross-section of ages. Hence there were 25, 18-25 year olds, 20, 26-40 year olds, and 11 over the age of 40. The original intention was to interview a minimum of four serving staff from each premise and at least four customers. It was thought that these numbers would provide a sample that would be representative of different work shifts for staff and different categories of clientele. However as the interviewing progressed it became apparent that no new data was being revealed and since

respondents from each category, and representing each site had been interviewed it was fruitless to conduct further interviews.

## 5.2 The Emergent Themes

The most striking aspect arising out of the qualitative data analysis was the commonality of responses from the three groups of interviewees. While opinions expressed regarding the law, responsibility, and incidents surrounding the service of alcohol to intoxicated customers were somewhat polarised, they were distributed similarly across each of the groups of respondents.

Five primary themes emerged from the data and each theme was contributed to by all groups of respondents. The five themes to emerge were:

- ◆ Intoxicated customers are served alcohol
- ◆ Justification for serving intoxicated customers
- ◆ Should intoxicated customers be served
- ◆ Who should be responsible for preventing intoxicated customers from being served
- ◆ Enforcement issues

Respondents were divided in their responses that led to the formulation of the themes and members within each group expressed opposing perspectives with one exception. A minority of customers only expressed the view that there should be no restrictions on the volume of alcohol consumed on licensed premises. No sets of responses were exclusive to either intervention of control site personnel or patrons. Indeed the responses from the two categories of establishments were almost mirror images of each other.

## 5.3 Intoxicated customers are served alcohol

All respondents were of the belief that service is continued to intoxicated customers in most of Perth's suburban pubs and taverns.

This theme emerged from a conviction that customers have no difficulty getting served when they are intoxicated. Customers, bar staff, and management alike expressed this conviction.

I wouldn't reckon there would be hardly any pubs in Perth where they'd stop serving you just 'cause you was drunk.

*(24 year old male customer trained establishment)*

Look I get pissed every Friday night and most Wednesdays and I do it, and my mates too, in a different pub just about every week. It

depends on who's playing where (bañd), and we've never been refused drinks. Because we never cause any trouble or anything.

*(19 year old male customer untrained establishment )*

If you were a fella and you were getting real aggro they'd stop serving you and probably throw you out, and if girls get really tarty, like swearing and yelling real bad, you might be cut off. But that's about all.

*(22 year old female customer untrained establishment )*

I could tell you that we never sell a beer to anyone that's had one too many, but you'd come back tomorrow or Saturday and see that I'm lying. But we're no different to any other place.

*(male license trained establishment)*

I couldn't say I never serve a customer who's had a couple too many but I just do the same as every other barmaid I know.

*(27 year old female server 3 years experience untrained establishment )*

In general, respondents working in the industry were aware that while it is illegal, service to intoxicated customers is common place and accepted as such.

Look I've been in this caper for 32 years and I know they're tougher on us serving drunks but nothing has changed. Just the time that people get full.

*(male licensee untrained establishment )*

Lots of places get more careful about selling to drunks when someone gets charged over it, like Liars we were talking about before, but we all soon go back to the usual after a while.

*(female manager trained establishment)*

(Reference to Liar's Tavern, which was prosecuted for serving an intoxicated customer who subsequently drove away and caused a traffic accident.)



I've been working in bars and drinking in bars for a few years now and I haven't seen many people cut off just for getting full anywhere I've been.

*(32 year female server 10 years experience trained establishment)*

However while some respondents considered the service of alcohol to intoxicated customers to be commonplace they did not necessarily believe it occurred at all venues. There seemed to be a correlation between the 'class' of establishments and the perceived likelihood of intoxicated customers being served.

You wouldn't get stopped at just your normal pub but you probably would at some of the better places. You know, places where you don't go all the time but sometimes for special occasions.

*(27 year old male customer trained establishment)*

When I've worked in nice places, more up market, you hardly ever saw drunks, and even when they did come in they wouldn't stay long.

*(27 year old female server 3 years experience untrained establishment)*

This research does not provide evidence of whether the prevalence of service to intoxicated customers is any different in varying 'classes' of establishment but interviews revealed a perception that getting drunk in 'classy' establishments is not an accepted behavioural norm as it is in other outlets.

No one expects to get served if they're drunk at the .....[name withheld] and you probably wouldn't. But if you were just at the ..... [name withheld] you'd expect to keep getting served because you see lots of other drunks getting served there.

*(32 year old male customer untrained establishment)*

If you want to get smashed at like a normal pub then that's fine. Probably half the other people there are wrecked too. But you might be the only one in a good place so you'd stand out more and probably look like an ass so they wouldn't keep serving you more.

*(23 year old male customer trained establishment)*

## 5.4 Justifying exceptions to the law

Though the management and staff of most establishments admitted that intoxicated customers continued to be served in their establishments, many claimed that while they did so occasionally, they knew of other outlets that they consider to be more culpable.

I think every place lets a few through the net now and then but some places like.....[name withheld] make a habit of it. Everybody around here knows that's the place to go if you want a really big night out.

*(male manager trained establishment)*

This theme evoked the most comments from industry personnel. Once it was established during the interview that service of alcohol to intoxicated customers was commonplace in the industry, and by association in their own establishment, justification for the practice quickly followed.

Everyone in the pub game is in the business of selling alcohol. That's what we do and the more we sell the happier we are. And by the way, the happier a lot of our customers are too.

*(male licensee untrained establishment)*

We are in the hospitality industry. How hospitable is it to tell someone who is enjoying themselves that they have to stop drinking or get out?

*(24 year old female server 8 months experience trained establishment)*

Much of the justification offered centred on the economic imperatives of the business and its' competitiveness. Many people working in the industry and customers alike believed that if an establishment is not prepared to serve intoxicated customers they are foregoing revenue that competitors will receive.

We may not be too thrilled about tanked up customers around the place but if we don't serve 'em they'll just take their business and money to the next pub down the road.

*(22 year old male server 1 year experience trained establishment)*

Why wouldn't I serve them? Someone will and I'd rather have their money than send it to someone else. I mean, if the place isn't full of drunks then your chance of getting nabbed is pretty slim.

*(male licensee trained establishment)*

I pay a lot to get bands playing here and if I started counting how many drinks each customer had none of the kids would turn up to listen to them.

*(female manager untrained establishment )*

A drunk's cash is as good as anyone else's and if they want to give it to me I'd be mad to tell them I don't want it. If they don't spend it here they'll find somewhere else to part with it. I mean, I'm not making them drink so I don't see why I should have to stop them.

*(42 year old female server 20 years interrupted experience  
untrained establishment )*

If they wouldn't serve me here if I was parro' I'd just go over to the .....[name withheld]. I've been pissed there lots of times

*(22 year old male customer trained establishment)*

The claim was made that some licensed premises had an obligation to serve people to and beyond the point of intoxication under certain circumstances.

If I cut someone off during happy hour they would get huffy. They'd probably tell their mates that I'd done it because they were costing us too much when the drinks are cheap.

*(22 year old female server 2years experience trained  
establishment)*

It wouldn't be fair if they wouldn't let you get ripped on a half price Bundy night or something like that. I mean that's what those promotion nights are all about. Sometimes we follow them from pub to pub on different nights.

*(19 year old female customer trained establishment)*

This concept of obligation was extended to include the notion that allowing some patrons to get intoxicated was providing a community service.

One bloke who comes in here every day just about, he sits over there (pointing to a bar-stool) and drinks until closing. He gets plastered but you would never know it because he just sits there. I feel really sorry for him because I know he doesn't know anyone around here and since I know he never drives home I figure, what harm can it do?

*(23 year old female server 1 year experience untrained establishment)*

When I was working up in Kal' we had a lady who asked us to keep her husband at the pub every night until he was drunk. She reckoned it was better if she could get the kids into bed before he came home. I don't know if he was bashing them or what. But she kept telling us she was grateful,

*(26 year old female server 4 years experience trained establishment)*

If people are out for a good time and getting a bit past tipsy helps then what's wrong with that? I mean pubs are supposed to provide a good time not spoil them.

*(20 year old female customer trained establishment)*

If people are going to get drunk, and people are always going to get drunk, then the best place to do it is in a bar. It's the safest place. If they want to start a fight there's staff or security to stop them. They can't abuse anyone like they could at home, and they won't get attacked while there are other people around them.

*(male licensee untrained establishment)*

However, a minority of respondents expressed the opposite view. Considering it unacceptable to serve drunken customers under any circumstances, suggesting that drunken customers would not be tolerated on their premises because they created a negative impact, driving other customers away. The respondents who fell into this category were of the opinion that in the current competitive environment successful businesses were selling a lot more than just alcohol. Both trained and control sites are represented equally.

I don't think you can survive in this business any more just selling beer. Let's face it, ten drunks in the bar every night aren't going to pay the wages and all the other costs and they're a bloody hassle to deal with.

*(30 year old male server 2 years experience trained establishment)*

In our lounge bar we make about 70% of our takings from food and that wouldn't continue if we started letting customers get pissed and annoy other people. There's probably a place for it but this isn't it. Taverns have had to change. The days of swill joints are over. These days you have to provide a venue that is appealing to both sexes and families.

*(female manager untrained establishment)*

I believe we've got to err on the side of caution. It may cost you a customer for the night if you refuse someone another drink but they'll be back. Plus you keep all your other customers happy. And it's a lot better than being caught serving drunks.

*(male manager trained establishment)*

Most places make the mistake of thinking that you have to keep filling people up when they're pissed or chuck them out. If you don't get them pissed in the first place, they don't become a problem and you don't kick them out. You sell them mid-strength, or light or something and make more money.

*(28 year old female server 5 years interrupted experience  
untrained establishment)*

If I'm out somewhere and there's drunks there, I just leave straight away. Even if it's at a friend's house but especially in a pub or club. I just hate having to deal with drunks so I'd rather avoid them. They make me nervous and I get embarrassed for them. When I have come across them in pubs I haven't been back to the place for months and months afterwards. There's so many good places around without having to put up with that stuff.

*(24 year old female customer untrained establishment)*

A further justification was expressed in the form that, as it is impossible to prevent all drunk customers from being served, it is best to refuse service to only the most affected.

I know who the troublesome drunks are in here and I know who can get as high as a kite and not hurt a fly. The troublesome ones we cut off but the others we don't worry about.

*(male manager untrained establishment)*

We have a sort of a rule that if we know for sure that someone isn't going to be driving, and they behave themselves, they can get as drunk as they like. That way they're happy, we make a dollar for our trouble, and nobody gets hurt.

*(32 year old female server 10 years experience trained establishment)*

This belief that only intoxicated customers that create a disturbance should be refused further service is echoed by some patrons.

Look I agree that someone who is being a nuisance, well something has to be done about them. But if me and my girlfriends are just a bit sloshed and dancing and stuff then what harm can it do. I mean we're not stupid enough to drive or anything.

*(20 year old female customer trained establishment)*

We had our hockey wind-up at the.....[name withheld] and we'd booked a private room. They knew it was our wind-up and they knew we'd be getting stuck into it a bit. A couple of the guys got a bit carried away so they threatened to cut off the drinks at about 11:30. Like I said we were in a separate room so we weren't bothering any other people. So I reckon they should have just kept serving us and not made a big deal.

*(male customer 25 years old untrained establishment)*

What barmen should learn to do is let people get a bit tipsy but not let them go over the edge. Lots of people are more fun when they've had a couple. You know, they loosen up a bit

*(20 year old female customer trained establishment)*

We get a lot of young people in some nights, mostly Friday, to listen to the music, we have some bands they like, and I let the staff sell some of them more than their limit. If they weren't here doing it they'd be somewhere else getting drunk. Maybe driving around. Or if they couldn't get enough beer they might probably use some drugs. So really they're better off getting a bit drunk now and then.

*(female manager untrained establishment)*

There is recognition, either implied or explicit, in these statements that the law relating to the service of alcohol to intoxicated persons is known to the respondents but they are, in these circumstances justifying exceptions to the law. If these are exceptions then the implication is that under other circumstances the respondents abide by or at least agree with the law.

## **5.5 Debating the law's validity**

Some respondents expressed the opinion that individuals have the right to decide for themselves whether they want to get drunk or not. Unlike the respondents reported above, who in the main agreed with the law but believed there are exceptions, these interviewees did not consider the law appropriate in any circumstances.

I'm fed up with the nanny state. If I want to go to a bar and get absolutely legless why is that anyone else's business. I'm not the kind of drunk that turns into an idiot but even if I did that's my problem. I'll wear it.

*(21 year old male customer trained establishment)*

Everybody is worried about drunk drivers. Well I'll tell you they should make cars with breathalysers connected to the ignition, so they won't start if you're full. Then if you can prove you have one in your car you should be allowed to write yourself off completely in the pub or anywhere else if you want to.

*(32 year old male customer trained establishment)*

It's crazy to say you're not allowed to get pissed at the pub. You can get out of your tree anywhere else and it's nobody's fault but your own. I can drink myself into a coma at home, at a friend's

place, at the beach, anywhere. But if I drink at the pub I have to stay sober. It's absolutely ludicrous for the law to tell you you can do something here but not there. You should be allowed to drink the place (pub) dry if you want to.

*(45 year old male customer untrained establishment )*

Some respondents conceded that some limit needs to be imposed on the amount of alcohol consumed by individuals in licensed premises. The primary reason cited for this need being the desire to reduce the level of alcohol-related road trauma.

If you can be certain that a customer isn't going to be driving home then I guess it isn't as important to keep an eye on how much they've had. The trouble is it's hard to be certain.

*(27 year old female server 3 years experience trained establishment)*

You can't fill them up and kick them out at closing time hoping that they all get home without running into some poor soul.

*(male licensee trained establishment)*

This concern about drinking and driving results from the emphasis placed on it in the media and the need for such concern should not be understated. However it is interesting to note that only one reference was made by any respondents to any of the other alcohol-related harms mentioned earlier in this research. The one exception being the female server referring to an experience in Kalgoorlie.

## **5.6 Debating who is responsible**

Though many of those interviewed suggested that the task of preventing patrons of licensed premises from consuming enough alcohol to render them intoxicated should be shared, it was thought that the primary responsibility resided with the consumer.

Interestingly patrons and servers, in general, were in agreement that bar staff, managers, and licensees had a role to play, while managers and licensees were more inclined to shift the entire responsibility home to the consumer. Indeed approved managers and licensees almost unanimously contended that it is almost impossible to prevent customers from getting drunk so why put a lot of effort into it.



Look at it this way. Someone gets drunk in my place right. I can't just remove them because that would be neglecting my duty of care right. They might refuse to take a taxi home right. If I leave them in the bar and they're with a group of friends then the friends will probably keep supplying him with more drinks right. Whose fault is that? The barmaid, or mine? No it's his fault for not knowing when to stop.

*(male licensee trained establishment)*

We just sell the means of getting drunk. We don't make people drink too much. If someone drives their car too fast and crashes, is the car salesman blamed for selling a car that goes too fast? No but it's the same situation.

*(male manager trained establishment)*

I'm not personally convinced that drunk drivers cause as many accidents as they reckon. One day the news says that 50% of accidents involved alcohol. The next day they say that 50% of accidents were caused by high speed. Then the next day you hear that say 40% of accidents are blamed on bad roads. Well it just doesn't add up, but we get the blame.

*(male licensee untrained establishment )*

Everybody has seen the ads on TV about responsible service but most of my friends seem to think they have an out if they get into a crash or something. You know they think 'oh well I just blame the pub or club for getting me pissed. So they don't think any of it's their responsibility. What the ads should say is that the bar people and you are equally responsible.

*(24 year old female customer)*

Bar staff expressed an acceptance that they and their employers should shoulder some of the responsibility but at the same time felt it was necessary to qualify the responsibility to some degree.

I don't see why I ought to take the blame and pay a fine for serving a drunk if my boss tells me that I have to.

*(20 year old female server 9 months experience untrained establishment)*

It's probably fair that we take some of the responsibility if we know how much someone has had, OK. But if the person has already been drinking a bit before they come into my bar how should I know, unless they are already really on the way.

*(23 year old male server 1 year experience trained establishment)*

There's a regular that comes in here and downs at least 12 middies every single day. I know because I serve most of them. But that bloke looks as sober a judge when he leaves. I know he's over the limit but if he went to another place there's no way the staff there could pick him as pickled. I know I couldn't. So why should the barmaid and publican be charged then?

*(32 year old female server 10 years experience trained establishment)*

It's impossible to keep track on busy nights. Especially when you get pretty big groups drinking. You might only see a customer at the bar a couple of times but other people in the group could have bought that person say ten other beers

*(27 year old male server 3 years experience untrained establishment)*

Look I work here a couple of nights a week but I also work at ..... (nightclub) two nights, and I know people are selling and doing drugs there. If I'm responsible for how much someone drinks am I also responsible for how much and what drugs someone uses? I know the usual answer is 'well you didn't sell them the drugs so you can't be held responsible'. But if their buddy buys them the drinks I didn't sell them the drinks either, but I'm still responsible.

*(23 year old male server 1 year experience)*

## 5.7 Enforcement of the law

Opinion as to who should be responsible for enforcing the laws regarding service of alcohol to intoxicated patrons was varied amongst each of the three groups interviewed (management, staff, & customers). Some representatives of each group expressed a belief that the police should be responsible for enforcing the laws.

The cops have to enforce all the other laws so they should be enforcing the ones about drinking too.

*(26 year old female customer untrained establishment)*

Look it would be easier to cut people off if police came in more often. Because then we could use the likelihood of getting caught as an excuse, but as it is the customers know that they (the police) only ever come in here if there's a brawl or something.

*(male manager trained establishment)*

The police should patrol pubs more often but then I don't really want them in here a lot because people will start to think we must have a lot of trouble here to make them come so often, but we don't.

*(male licensee trained establishment)*

Drunks are not really a problem here but at the last place I worked we were told that we should let the bouncers deal with drunks but lots of the regulars got to be friends with them (the bouncers) so they'd just let them go. But when the cops came in they'd just go and tell the drunks to sit down and shut up 'till the cops left. Really the police are the only ones who can enforce the law because they don't get to know the regulars.

*(27 year old female server 5 years experience untrained establishment)*

The only pubs I've ever seen cops is in Northbridge but they should be going to the suburban pubs too. If it's the law they should make people obey it but they shouldn't be too hard on people about it.

*(22 year old male customer trained establishment)*

Other interviewees from the management and staff groups thought some form of self-regulation by the liquor industry would be more appropriate. However none of the patrons mentioned anything similar.

The best people to deal with this issue are those who have an understanding of it. In other words people who work in the industry. We deal with these situations almost every day so we have the expertise. The industry should set up a tribunal or something to penalise people who constantly break the laws.

*(male licensee trained establishment)*

We're the ones serving them (customers) every day so we're the ones who know who can handle it (alcohol) and who can't. So we're the ones who should enforce the law. Let's face it we do it now. Pretty much the only times the police get involved is when some drunk crashes into someone else.

*(30 year old male server 2 years experience untrained establishment)*

Another view expressed by representatives of the two groups working in the industry was that a specialised group from within the liquor licensing authority should be established for the purpose of law enforcement.

Checking out who is drunk in bars shouldn't be what police are doing. They should be catching the real criminals out there. Liquor licensing have inspectors and they should be the ones to make pubs stick to the law. Besides those inspectors probably know the laws better than your average cop anyway.

*(male licensee trained establishment)*

It used to be better when there was the liquor and gaming squad in the police force 'cause you could talk to those blokes and they understood what you were saying 'cause they dealt with pubs and that every day. But since that squad was disbanded liquor licensing should set up their own squad. It's no good having a cop who only visits a pub once in a blue moon telling you how to run your business.

*(male licensee untrained establishment)*

It would be better if we could deal with the same person regarding these things each time something comes up. Like we're in the local accord and the local police more or less coordinate that. So if those police could be left to deal with all the matters to do with pubs in the area I think that would be better.

*(45 year old server 30+ years experience untrained establishment)*

## **5.8 Other issues identified**

A number of other issues were identified by either individual interviewees or a small number of respondents. While these issues were not canvassed by a substantial proportion of those interviewed, and therefore could not be considered for clustering, they were thought to be important to those who raised them and hence to the validity of the research.

### **5.8.1 Training**

It was interesting to note how little reference was made to training in the recognition and management of intoxicated patrons by any of the groups of respondents. While this could have been expected of those who have not undertaken RAS training, either mandatory or voluntary, it was expected that those who had undergone training would have made reference to it. Not one server mentioned in-house RAS training being given by either their licensee or manager. Of the few references to server training by management the only common element to surface was an unwillingness to get involved.

I have a real problem with being expected to have my staff act as drinks police. If bar staff are going to be expected to regulate how much customers can drink they need to be trained in how to do that, just like licensees and managers. And who's going to pay for the training? I can't afford to have all my staff trained and kids working part time can't afford to pay for the training themselves.

*(female manager untrained establishment)*

I've hired girls before who've done the training at TAFE and other places in the Eastern states, but to be honest they're no better at dealing with liquored up people than any of the others (staff). So where's the value in training them?

*(male manager trained establishment)*

The few servers who had been exposed to RAS training had similar reserved opinions about the effectiveness or usefulness of the training. While they believe their understanding of the concepts involved and the intended outcomes was learned they were not complimentary regarding training in the practical application of the techniques taught.

You know talking about drunk customers I learned about this in my course at TAFE. I know how to tell if someone is drunk and I know about who gets fined what if I serve them. But what I didn't learn was how to say no to them when they want another drink.

*(20 year old female server 9 months experience untrained establishment)*

I did a training session on not serving people over the limit when I worked in Queensland. It took two days. But it was all theory. There was acting and stuff but it wasn't like what it's like on a busy night when you haven't got time to try to reason with some drunk for half an hour.

*(27 year old male server 3 years experience untrained establishment)*

### **5.8.2 Equity**

The notion of equity was raised by each of the groups of respondents, and though each group put a slightly different slant on the apparent lack of equity they all linked equity to commercial outcomes. Not one interviewee expressed a view that an establishment should practise RAS for moral or ethical reasons if it meant that establishment was commercially disadvantaged. The opinion of the respondents is that if an outlet is disadvantaged by

practising RAS then that outlet would be wise, and indeed justified in abandoning the practices in order to compete more equitably. This notion equity derived from all properties abiding by the same guidelines was identified by as one of the factors contributing to the success of the Geelong accord (Lang & Rumbold, 1997).

I have no problem with the concept of not serving pissed people. But what irks me is the fact that if I stop serving them they just go across the street to ..... [name withheld] and get served there. If they want me to behave by the letter of the law they should make sure that everyone does the same.

*(27 year old male server 3 years experience untrained establishment)*

We are in the Northern suburbs accord and it seems to work well in the immediate area but it's tempting to chuck it in when I drive past a place a suburb away and see them doing all the things we're not expected to do. I think for accords to work properly they have to include all the places.

*(male licensee trained establishment)*

The idea that pubs shouldn't serve drunks is probably good but it's like all the level playing fields we keep hearing about. They're not so level when you look at it. Like if every place did it that'd be fine, but why should some do it when others aren't?

*(22 year old male customer trained establishment)*

## 5.9 Chapter Summary

Findings of the qualitative analysis were reported in this chapter. Themes emerging from the interviews conducted with management, staff and customers of suburban Perth pubs and taverns were explained and examples of statements which lead to the clustering of statements from which the themes were drawn were presented. The following chapter presents a discussion of findings of the research and provides a summary of answers to the research questions posed. Chapter 7 presents recommendations derived from the analysis of both the qualitative and quantitative data.

## **Chapter 6 DISCUSSION**

The previous two chapters reported the quantitative and qualitative data analysis respectively. This chapter discusses the findings of these chapters as they relate to each other and to the phenomenon under investigation. Chapter seven provides recommendations stemming from the research and recognises limitations to the study. Some of these limitations are inherent in this type of research while others were imposed by outside sources.

Using 'A general model for on-premise interventions' proposed by Graham (2000) mentioned earlier as a basis, the findings of both the quantitative and qualitative data analyses of this research are discussed below.

### **6.1 Control factors**

Graham (2000. p.642) suggested 'training, regulations and community pressure are control or intervention factors'.

#### **6.1.1 Attitudes / expectations of patrons**

The qualitative data analysis revealed an expectation by many patrons to be able to become intoxicated on licensed premises. The attitude of patrons was one of 'if I can't get drunk at a particular bar there are plenty of others where I can'. Indeed an opinion expressed by some patrons and supported by some employees in licensed establishments was that rather than restricting the supply of alcohol, one of the services bars provide is the enabling of patrons to get drunk. It seems that intoxication and the degree of enjoyment gained from a drinking session are firmly linked for some people. Therefore if intoxication is prevented by an establishment that establishment is not fulfilling its role, as perceived by its patrons.

Generally patrons are of the belief that most licensed outlets permit intoxicated patrons to remain on the premises provided those patrons are not causing trouble. While some customers said they considered intoxication inappropriate in some classes of licensed premises these premises are the exception rather than the rule. Though the propensity of some drunks to become aggressive and/or abusive was acknowledged by a number of patrons interviewed, and that drink-driving should not be tolerated, there was no unprompted recognition of other harms associated with intoxication. Most guests interviewed were aware that serving alcohol to intoxicated customers by bar staff is illegal but do not think the law is one that is or should be strictly enforced. It may be they view such illegal service as a victimless crime. Certainly most consider intoxicated patrons on licensed premises to be the norm rather than the exception.



If RAS in licensed outlets is to be achieved, the attitudes and expectations patrons currently have of pubs and taverns must be altered. The notion that getting drunk is accepted by society as part of enjoying a drinking session needs to be addressed if bar staff are to be expected to practise RAS.

### **6.1.2 Knowledge / attitudes of servers / management**

As mentioned earlier, previous studies (Lang, Stockwell, Rydon, & Lockwood, 1993) have highlighted the fact that servers and management of licensed premises are aware that the law prohibits the supply of alcohol to intoxicated customers. This research confirms these findings and indicates that knowledge of the illegality of serving intoxicated guests is not limited to staff of premises where mandatory RAS training has been completed by licensees or approved managers but is equally recognised by staff of untrained establishments. Not one staff member either server or management, from any of the licensed establishments indicated that they were not aware of this law. While the attitude of staff toward intoxicated patrons varied across establishments there was no indication that mandatory training of licensees or approved managers had played a role in mediating the attitude. The quantitative data revealed that the presence of intoxicated patrons on licensed premises was not contingent on whether training had been undertaken or not. The number of intoxicated guests observed, and in most instances the willingness to continue serving the pseudo drunks, indicated the acceptance of intoxication in most licensed outlets. Given staff's knowledge of the law, the apparent recognition of the intoxication of the pseudo drunks coupled with the continuation of service of alcohol suggests a blasé attitude to laws prohibiting such continued service. The vast majority of staff, both servers and management, of licensed outlets were aware of laws prohibiting service of alcohol to intoxicated guests. However they justified the practice on a number of grounds. In some cases they echo the opinion of customers and claim they are providing their guests with a needed service. The staff and management of some establishments believed that if they did not serve intoxicated patrons then some other establishment would. Therefore they would be forgoing revenue while the other establishment was not.

This research indicates that while servers and management of licensed premises are conversant with liquor laws prohibiting service of alcohol to intoxicated patrons they are not abiding by those laws. Rather they look for justification for breaking the laws.

### **6.1.3 Skills of servers / management**

Skills of servers / managers for the purpose of this study fell into three categories: the skill to recognise intoxication; the skills to steer intoxicated patrons and those nearing intoxication away from the consumption of more alcohol; and the skill to refuse further service of alcohol in a hospitable manner.

The data provided by the pseudo drunk observers indicated that servers did possess the necessary skills to recognise intoxication at an advanced degree. This is indicated by the indirect signs of recognition and comments expressed by servers relating to the condition of the pseudo drunks. The practice of warning patrons that they will be refused service is another indication that servers were aware of the intoxication level of patrons. However, if staff are not skilled at recognising signs of intoxication, or are not able or willing to pay enough attention to customers to make an assessment before an advanced stage of intoxication is reached they will not be capable of preventing intoxication. The fact that 89% of observers reported little attention from servers or just a brief verbal exchange during their initial purchase suggested that even if staff does have recognition skills, those skills are not being utilized early enough to prevent intoxication.

Other categories of the control factors element of Grahams' model which includes laws and regulations, enforcement, designated driver programs, community or bar related ride services, and community mobilisation were not investigated for this research.

## **6.2 Mediating factors**

Graham (2000, p.642) further contends that .... 'practices and behaviours of servers and managers and the barroom environment play a mediating role'.

### **6.2.1 Bar management and policies**

The fact that observers saw notices relating to the responsible service of alcohol on just 17 of 48 possible occasions indicated that RAS is not a high priority for management of licensed premises. It could be reasonably expected that if management were serious about, and encouraged their staff to implement RAS, they would make RAS known to their patrons by publicising the fact with appropriate signage. Such signage would be an aid to staff who have to refuse service by pointing out the sign and stating that they are following house policy. The obvious presence of management on licensed premises would also give staff confidence when refusing service. But if management are not visible, as was the case in 60.4% of visits by pseudo drunks, guests may draw the conclusion that the establishment is not serious about RAS. Staff may also feel they are not being supported by management. Comments by both management and bar staff paint a picture of management not only being unsupportive of staff implementing RAS but in some instances actively encouraging them not to. Some quotes from management suggest a flagrant flouting of laws and an unwillingness to train or encourage staff in RAS. Other managers tacitly agreed with the ideas and aims of RAS but based on commercial imperatives did not want to be amongst the first to adhere to its practices and ideals. The attitude seemed to be one of 'if I don't take their money someone else will and my bottom line will suffer'. This belief is in accord with similar views expressed by serving staff and patrons. It seems there must be concrete evidence that the playing field is flat before anyone wants to join the game.

## **6.2.2 Server behaviour**

Servers of alcohol in licensed premises come under pressure from customers to continue service and are not implicitly encouraged by management to curtail service, so in most situations they ignore the possible legal ramifications. Many servers tried to justify continuing service by claiming they were providing a community service and this notion has agreement from patrons and management alike. Several servers attempted to excuse the behaviour on the grounds that it was impossible to distinguish whether some customers are intoxicated or not. This is undoubtedly true but should not mean that because not all offenders can be identified then none should be singled out. Other bar staff relied on knowledge of the behaviour of individual customers as a means of determining who they would allow to become intoxicated and who they would not. 'If they're not driving' and 'we know who the troublesome drunks are' is offered as legitimising service to these particular guests.

## **6.2.3 Environments in and around bars**

The analysis of data provided by the pseudo drunk observers revealed no differences in the physical environs of trained or untrained licensed premises. Lighting was adequate for staff to observe and make judgements of customers and on no occasion was entertainment of a nature that distracted the servers' attention. Food was generally available to patrons but was rarely recommended to pseudo drunks as a distraction from drinking.

The final component of the mediating factors element of the model, transportation options, was not studied during this research.

## **6.3 Intermediate outcomes**

The third component of Graham's model (2000, p. 642) intermediate outcomes 'pertain to patron behaviour' while the target outcomes relate to safety of patrons, bar staff, and the public generally. Safety is not addressed in this research. However some findings relating to patron behaviour are discussed below.

### **6.3.1 Drinking behaviour and intoxication levels of patrons**

The pseudo drunks reported seeing other intoxicated patrons on the premises during 70.8% of their visits suggesting that to many intoxication on licenses premises is an accepted norm. A number of the customers interviewed indicated that they frequently visit particular establishments for the express purpose of getting drunk. Some staff revealed that they frequently continue to serve particular guests beyond the point of intoxication while others acknowledged that they have regular customers who get drunk in their establishments. Though this research did not attempt to quantify the number of intoxicated patrons on licensed premises or the degree of intoxication of patrons, it does reveal that such patrons are not uncommon on licensed premises.

Aggressiveness of patrons, driving behaviour of patrons, and disorder in and around bars form three components of the intermediate element of Graham's model but were not researched during this study.

## 6.4 Summary of answers to research questions

*Are intoxicated patrons less likely to be served alcohol in establishments where the licensee and/or approved manager have attended mandatory training than in sites where the training has not been undertaken?*

No. The data revealed no significant difference between trained / untrained establishments and refusal of service to intoxicated patrons.

*Are the bar staff in establishments where the licensee and/or approved manager have attended mandatory training more likely to have been trained in responsible alcohol service than in sites where the mandatory training has not been undertaken?*

No quantitative data was gathered regarding this question however analysis of the qualitative data failed to indicate a significant difference between the likelihood of servers training and the trained / untrained situation of establishments.

*Are house policies relating to modifying service of alcohol to intoxicated patrons more evident in establishments where the licensee and/or approved manager have attended mandatory training than in sites where the mandatory training has not been undertaken?*

Yes, signage relating to RAS was more evident in trained establishments 45.5% (n10) than untrained 26.95 (n7). In total observers reported seeing signage relating to RAS during just 35% of all site visits.

*Are differences in attitudes, perceptions, opinions, and stated behavioural norms of bar staff apparent between establishments where the licensee and/or approved manager have attended mandatory training and sites where the mandatory training has not been undertaken?*

No. While attitudes, perceptions, opinions, and stated behavioural norms expressed were not identical across all outlets the interviews revealed the range is shared equally by staff from both categories of establishment.

*Are differences apparent in attitudes, perceptions, opinions, and stated behavioural norms of licensees or approved managers who have been trained and those from sites where the mandatory training has not been undertaken?*

Most licensees and approved managers interviewed, whether trained or not, shared the view that selling alcohol to intoxicated customers was common in the industry and accepted practise. However a minority, also equally spread between trained and untrained

outlets, believed intoxicated patrons were bad for business and would not allow them to be served.

*What are the attitudes, perceptions, and opinions of patrons concerning the legal obligations of bar staff with regard to serving drunken customers?*

Most customers interviewed were aware that it is illegal for bar staff to serve drunks. However they believed that service should continue as long as the drunk is not causing trouble.

## **6.5 Chapter Summary**

This research has revealed very few differences in the practice of serving intoxicated customers between licensed premises from which either the licensee or approved manager has undertaken mandatory responsible service of alcohol training and those where the training has not been undertaken.

It suggests there is a culture of acceptance of intoxicated customers by management, staff and other patrons in most suburban pubs and taverns of Perth. Management, staff and customers are by and large aware that the practice of serving alcohol to drunks is illegal but choose to either ignore the law or look for justification for breaking the law.

The practice of serving drunks seems to be non-discriminate as this research found no association or relationship between a customer's gender and the likelihood of being served whilst intoxicated. There was some association between whether training had been undertaken and the offer of more alcohol, and staff awareness of customers' intoxication. However neither of these associations resulted in a significant difference in the service of alcohol to intoxicated guests.

## **Chapter 7 RECOMMENDATIONS**

This paper has presented a quantitative and qualitative evaluation of the effectiveness of responsible service of alcohol training for licensees and approved managers in Western Australia as mandated by the Office of Liquor Licensing. The key findings centre on the lack of any discernible differences in the apparent likelihood of intoxicated patrons being served alcohol in establishments in which management has undergone the training, as opposed to establishments where the training has not been undertaken.

Because of the inherent difficulties of illustrating the execution (and lack) of responsible alcohol service, multiple methods were employed to articulate the occurrence of intoxicated patrons being served alcohol, and some possible reasons contributing to the phenomenon. Neither the quantitative or qualitative data sets alone were considered sufficient evidence of the current situation in suburban Perth pubs and taverns. While the quantitative data demonstrates that the mandatory training of licensees and / or approved managers has to date had no impact on the stated intention of reducing the incidence of alcohol being provided to intoxicated customers, it does not provide an insight as to why this is the case. Similarly the qualitative data serves to highlight a range of difficulties confronting bar staff and management in licensed premises. It provides an insight into the attitudes, perceptions, opinions, and stated behavioural norms of the management, servers and consumers of licensed premises towards the imposition of responsible alcohol service, but it presents no measurable means of assessing how prevalent (or not) the phenomenon is.

Since the completion of the data collection for this research, the number of persons to have undertaken training has increased significantly. However the research identified nothing to suggest that this increase would alter the findings reported here. Indeed the pseudo-drunk data collectors were refused service only three times in a total of one hundred and ninety two service encounters. Two refusals occurred in establishments in which the training had been undertaken while one refusal occurred in an establishment from which neither the licensee or the approved manager had attended the training. It is therefore reasonable to deduce that the training is not leading directly to the more responsible service of alcohol.

## **7.1 Recommendations for training**

This research has revealed that though some licensees and approved managers are well intentioned regarding RAS they believe they lack two important skills required to apply it. Firstly, many do not consider themselves either experienced enough or capable of training their staff and they can not afford to hire an outside training provider. Secondly, some are of the opinion that while the training taught them the law relating to intoxicated customers they were not taught how to deal with those customers.

Research is needed to establish what skills trainees would like to acquire from the training. An assessment of participants' impressions, opinions and criticisms of the training needs to be undertaken in order to better inform trainers of what content should be included in the training. Consideration should be given to the possible benefits of including components of train-the-trainer style courses in the RAS training program.

## **7.2 Recommendations for future research**

### **7.2.1 A Larger Data Set**

The number of sites investigated for this research was adequate for the application of the statistical techniques employed. However future research may benefit from the investigation of a larger sample. Including a larger number of sites in the investigation may enhance the validity of future research of this phenomenon. In fact, if adequate funding were provided it would not be too onerous to include all sites within a geographical region such as the Perth metropolitan area in the research. The restrictions of time and funding for the research reported here necessitated the gathering of statistical data in the most efficient manner possible. Training and using pseudo-drunks as data collectors achieved this. The data could be gathered by observation alone if these restrictions did not exist. But, such a method of gathering the data would take considerably longer. The pseudo-drunks presented service staff with a situation where they were guaranteed of being confronted by an apparently intoxicated customer. However observation alone, by researchers, over an extended period in each establishment would provide the opportunity to ascertain not only how staff deal with intoxicated customers, but also how prevalent the phenomenon is in each establishment. The danger inherent in this method of data collection resides in the fact that designation of patrons into either an intoxicated or non-intoxicated category would be contingent entirely on the subjective evaluation of the observer. Training and practice at recognising signs of intoxication could develop the expertise researchers would need in order to achieve a statistically acceptable degree of accuracy. Asking a random selection of previously categorised patrons to submit to a voluntary breathalyser test as they exited the premises would test the accuracy of assessment by researchers. This method of gauging the BAL of patrons leaving licensed premises has been used successfully in the past (Stockwell et al., 1992). While BAL does not necessarily translate

into predetermined behavioural traits of all consumers of alcohol, it is a reliable measure for determining a person's level of intoxication and hence whether RAS has been practised.

### **7.2.2 Longitudinal Research and Analysis**

While the current study presents an analysis of the situation as it currently exists in suburban Perth pubs and taverns it has not attempted to identify any trends regarding RAS as it has been practised. Further research is needed to track the incidence of service of alcohol to intoxicated persons in licensed premises over an extended time frame to ascertain whether this incidence is increasing, decreasing, or remaining stable. A longitudinal investigation of the practises and attitude of licensees and approved manager's pre and post training is required if the efficacy of the mandatory training is to be evaluated. Research also needs to be undertaken into what impact, if any, training licensees and managers has on the service practices of staff they supervise. Though this research did not identify more stringent observance of RAS practices in sites where the training has been undertaken than in the control sites, it is unknown whether there has been any improvement in those sites resulting from the training because baseline data was never collected. In other words while the RAS practices in these sites may be poor there is no way of knowing whether they were even worse pre-training. Research should also be conducted into what, if any, methods of in-house training by management result in the implementation of RAS by bar staff.

### **7.2.3 Profitability of Licensed Establishments**

As mentioned previously, one of the main over-riding reasons management reported for continuing service of alcohol to intoxicated patrons was the belief that to do otherwise would impact negatively on the bottom line profitability of the business. Or at the very least would prevent the business from realising its' optimum profitability and competitiveness. Research needs to be conducted into the impact RAS has on the bottom line profitability of licensed establishments. If it can be demonstrated that RAS has no influence or a positive influence on profitability it is likely that licensees and managers would insist their staff practise it. A study of this nature would necessitate a more thorough analysis than simply comparing the revenues generated by intervention and control sites. It would need to take into consideration such factors as average spends of customers, any differences in the frequency and cost of replacing equipment such as glasses, the cost of employing security staff to control unruly intoxicated customers and losses to productivity resulting from serving staff dealing with drunks.

Such research would warrant a detailed matching of sites based on numerous variables. The variables would include type of clientele, hours of trade and distribution of high-low activity periods, contribution to profits by revenue centres such as food and beverages as



well as contribution from different outlets such as restaurant bar and public bar. In this type of study it may be possible to include another line of inquiry, which would examine any differences RAS causes to revenue generated from the sale of packaged, or take away alcohol. A study of this nature would be reliant upon the cooperation and assistance of the management of each establishment as it would entail the close scrutiny and analysis of commercially sensitive operating, financial, and accounting data. However the potential benefits to the licensed premises industry could be quite substantial, and the potential benefits to the community if RAS were proven to enhance profits could be significant.

### **7.2.4 Adherence to other Licensing Laws**

Also of interest to regulators and those charged with enforcing the liquor-licensing act, would be research into the level of adherence to other licensing laws by those outlets that consistently serve intoxicated patrons. This research should be designed to determine whether any links existed between the serving of alcohol to intoxicated persons and other transgressions against the act, the most frequent of which include, service to juveniles, after hours trading and over crowding. In other words, if a licensee is prepared to ignore or break one law, are they more inclined than their peers to ignore or break other laws as well?

## **7.3 Limitations of this research**

As mentioned previously the methodology of this research undertaking was by necessity changed from what was originally intended. The project would have benefited from the assistance of those providing the training, industry representative organisations, and regulatory bodies. While the study as reported communicates information useful to future researchers and regulators it may have been more constructive if it had been possible to conduct a longitudinal investigation by assessing RAS in establishments both pre and post training.

The research is limited to a geographical region that encompasses the Perth metropolitan area. It therefore does not present any data garnered from licensed premises in rural areas, country towns or large provincial centres. While many of the responses gathered in the metropolitan establishments may apply equally to rural outlets it is entirely possible that unique circumstances may exist in these sites.

It would have been desirable to include a range of different types of licensed establishments in the study including nightclubs, restaurants, sporting venues and clubs' however constraints imposed on the time and funding available for the research necessitated restricting the study to suburban pubs and taverns.

The pseudo drunk data collectors were asked to gather information about the staff serving them in each site, including the names of the servers and how long they had worked at the establishment. This information was to be used to select staff to interview in each outlet. Unfortunately very few of the pseudo drunks were able to elicit this information so there is no way of knowing whether the staff who were interviewed for the qualitative data analysis were those that served the pseudo drunks or not. Had the information been available prior to conducting the qualitative data collection it would have been possible to interview a stratified sample of servers based on their tenure, experience and mode of employment (part time, casual, and full time).

This study built on previous research into the responsible service of alcohol. It contributes an insight on several important issues relating to the training of approved managers and licensees and the reticulation of that training to service staff. First, the findings indicate that a lack of knowledge and awareness of RAS laws by those engaged in the industry is not an impediment to the implementation of RAS. This research may provide information helpful to those charged with enforcing RAS laws by illustrating that many employees of licensed venues, both management and service staff, are cognisant of the laws relating to RAS but choose to disobey those laws. Secondly, the study demonstrates that RAS is not currently practiced in many metropolitan Perth pubs and taverns and as a consequence the harms associated with intoxication in licensed outlets are likely to continue. Future research into why many service staff and management, as well as patrons of licensed venues believe that serving customers to and beyond intoxication is acceptable and accepted would be a valuable aide to understanding the phenomenon more fully.

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# Appendix A

## Training notes for pseudo-drunks



# Training notes for observers

These notes should be used by observers during the acting training sessions and referred to prior to entering the pubs and taverns for data collection. These are just some of the more common indicators of various degrees of drunkenness you will be taught others and adlib still other depending on the situation you find your self in. Do not try to exhibit all symptoms during a visit to a single site as some of the signs contradict each other. Discuss the indicators to be used with your pseudo-drunk partner before entering the premises. For example if you intend to be argumentative decide what you will be arguing about.

It is important to remember to progress your apparent state of intoxication from mild through moderate to obvious during your visit to each site. Below are some common indicators of each stage of intoxication which should be exhibited to serving staff.

## **Mild Intoxication**

- A slightly excited state
- Talking a lot and at a loud volume
- Increased affection for your partner (if appropriate)
- Overly friendly
- Some bragging
- Energetic behaviour
- Singing along if music is played

## **Moderately Intoxicated**

- Fumbling change
- Fumbling to light a cigarette
- Mood swings
- Stumbling while walking (don't over do it)
- Bumping it to furniture etc (again don't over do it)
- Walking in an affective manner ie back exaggeratedly straight. You need to look as though you are making an effort to look normal but just can't pull it off
- Swaying while stationary
- Argumentative with partner
- Frequent visits to toilets

## **Obviously Intoxicated**

- Slurred speech
- Need to hold something to stand erect (partner, furniture, walls etc)
- Dropping items such as wallet, purse, cigarettes
- Not noticing a coaster stuck to the bottom of your glass
- Swaying while sitting on a stool
- Staggering while walking
- Meandering while appearing to try to walk in a straight line
- Exaggerated tiredness (rub your eyes to make them red, rest your head on your folded arms etc)
- Clothes somewhat dishevelled
- Perspiring

Perhaps the most common mistake of people acting drunk is that they over-exaggerate the symptoms. The result is a caricature of drunkenness rather than a believable representation. Another common mistake is appearing to go from sober to very drunk in a short time span.

Remember that you may be served by very experienced staff who have seen all the symptoms many times before. To be plausible your performance must be maintained for the entire duration of your visit and your progression through the phases should be gradual. Your visit therefore should last at least 45 minutes if you are to be convincing.

Please make notes on your performances and those of your partner during each of the training sessions.

Thank you for your assistance.

# Appendix B

## Quantitative data collection instrument

Observer

[illegible]

## Server Behaviour

5.a. What was the attention Level of the server at purchase?

	Drink 1	Drink 2	Drink 3
		N/A	N/A
Little attention, brief verbal exchange	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Eye contact only	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Eye contact + brief verbal exchange	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Substantial attention, conversation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

	Yes	No	Yes	No	Yes	No
6. Did the server show any indirect signs of recognising you as intoxicated? (eg comments to others, expression)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

7. Did the server make any comment on your apparent intoxication?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
---	--------------------------	--------------------------	--------------------------	--------------------------	--------------------------	--------------------------

8. Did the server seem to delay service? (eg serve others first, ignoring you, avoiding eye contact)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
--	--------------------------	--------------------------	--------------------------	--------------------------	--------------------------	--------------------------

9. Did the server prompt you to order another drink?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
--	--------------------------	--------------------------	--------------------------	--------------------------	--------------------------	--------------------------

10. Did the server imply or state service might be refused at some point in the future?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
---	--------------------------	--------------------------	--------------------------	--------------------------	--------------------------	--------------------------

11. Did the server suggest an alternative non-alcoholic drink?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
--	--------------------------	--------------------------	--------------------------	--------------------------	--------------------------	--------------------------

12. Did the server suggest a low alcohol drink?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
---	--------------------------	--------------------------	--------------------------	--------------------------	--------------------------	--------------------------

13. Did the server recommend the consumption of any food?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
---	--------------------------	--------------------------	--------------------------	--------------------------	--------------------------	--------------------------

14. Did the server refuse you service?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
--	--------------------------	--------------------------	--------------------------	--------------------------	--------------------------	--------------------------

15. Did one server serve you more than One drink? (Please circle appropriate response)	No	If Yes	2	or	3 drinks
--	----	--------	---	----	----------

16. If you were refused service have your partner rate your apparent level of intoxication at the time.

- |    |                         |                          |
|----|-------------------------|--------------------------|
| 1. | Restrained intoxication | <input type="checkbox"/> |
| 2. | Moderate intoxication   | <input type="checkbox"/> |
| 3. | Obvious intoxication    | <input type="checkbox"/> |
| 4. | Extreme intoxication    | <input type="checkbox"/> |

**Environmental Observations**

Yes      No

17. Did you see any signs relating to the responsible service of alcohol? ☐ ☐ if No go to Q. 19

18. If yes, where were they? \_\_\_\_\_

19. Was substantial food (ie. sandwich, meals, burgers) promoted or readily available? ☐ ☐

20. Were snacks provided free on the bar and / or tables? ☐ ☐

21. Were any promotions of discount priced drinks or session times evident ☐ ☐

22. If yes, what promotions (eg happy hour, drink specials / promo's, introductory offers, two for one).  
\_\_\_\_\_

23. Were there any other apparently intoxicated patrons being served? ☐ ☐ if No go to Q. 25

24. If yes approximately how many? \_\_\_\_\_

25. Did you have to wait at any time for service? ☐ ☐ if No go to Q. 27

26. If yes what was the longest wait \_\_\_\_\_ minutes

27. Was the area where you were served well lit? ☐ ☐

28. If possible complete the following

	NAME	EMPLOYED			WORKED IN BARS
Server 1	_____	Part time	Casual	Full time	_____ Years
Server 2	_____	Part time	Casual	Full time	_____ Years
Server 3	_____	Part time	Casual	Full time	_____ Years

29. If you were refused service, what reason was given? (Tick appropriate box)

You're drunk or similar	<input type="checkbox"/>
Other	<input type="checkbox"/>



100

29. When prompted what other reasons were given?

Concern for other patrons	<input type="checkbox"/>
Management's policy	<input type="checkbox"/>
It's against the law	<input type="checkbox"/>
For your own good / safety	<input type="checkbox"/>
Other. Please state _____	

9

☐☐☐

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**30. Were there any indications that the server/s** **Yes** **No**  
**knew of your intoxication.** ☐ ☐ **if No go to Q. 32**



1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40	41	42	43	44	45	46	47	48	49	50	51	52	53	54	55	56	57	58	59	60	61	62	63	64	65	66	67	68	69	70	71	72	73	74	75	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91	92	93	94	95	96	97	98	99	100
---	---	---	---	---	---	---	---	---	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	-----

☐ if **No** go to Q. 32

**31.** If yes what were those indications.

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32. Was any entertainment provided at the time of your visit? (eg band, raunchy girls). No If Yes describe\_\_\_\_\_

## No If Yes describe

## If Yes describe

33. Were you aware of the presence of a manager or other bar staff supervisor during your visit? **Yes** **No**  
☐ ☐

□

7

[illegible]

THANK YOU VERY MUCH FOR YOUR HELP  
*I HOPE YOU ENJOYED THE DRINKS*